

Exhibition | In the Heart of the North (Part 1)

DATE: Friday, November 28, 2025
LOCATION: Townsville City, Queensland, AU

Event Description

Exhibition | In the Heart of the North (Part 1) is a premier expos event in Townsville City. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: expos
Importance Rank: 53/100
Expected Attendance: 1,413 people
Event ID: 5BAGx93eB2U4X9XmPJ

Hotel Demand Indicators

ADR Impact Index: 6.0x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 565 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.
