

Exhibition Launch: The Invisible Line || Mulgrave Gallery

DATE: Thursday, September 11, 2025
LOCATION: Cairns City, Queensland, AU

Event Description

Exhibition Launch: The Invisible Line || Mulgrave Gallery is a premier expos event in Cairns 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: 46/100

Expected Attendance: 658 people

Event ID: G4Td5jKbeeDej8ZxFa

Hotel Demand Indicators

ADR Impact Index: 5.4x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 263 across all properties

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