

Frida Forsberg Open Studio Launch

DATE: Friday, September 12, 2025
LOCATION: North Toowoomba, Queensland, AU

Event Description

Frida Forsberg Open Studio Launch is a premier festivals event in North Toowoomba. 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: festivals

Importance Rank: 52/100

Expected Attendance: 1,263 people

Event ID: 7QDn6Dha3tSu2X6Hdq

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 505 across all properties

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

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