

# Friends of St James Cathedral Art and Craft Exhibition

DATE: Friday, August 15, 2025  
LOCATION: Townsville City, Queensland, AU

## Event Description

Friends of St James Cathedral Art and Craft Exhibition 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:** 55/100  
**Expected Attendance:** 1,830 people  
**Event ID:** EBVPpD4cXatmde48dn

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x 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:** 732 across all properties

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