

In Conversation // Anneke Silver and Barbara Pierce

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

Event Description

In Conversation // Anneke Silver and Barbara Pierce 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: 58/100
Expected Attendance: 2,525 people
Event ID: CG293Bfp8hcBXVxEWV

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,010 across all properties

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