

# Launch | 70th Townsville Art Society Art Awards

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

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## Event Description

Launch | 70th Townsville Art Society Art Awards 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:** 52/100  
**Expected Attendance:** 1,331 people  
**Event ID:** sm6GpDB7Q8gaM5fn7x

## 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:** 532 across all properties

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

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