

# Launch of Wildflowering by Design

DATE: Friday, October 17, 2025  
LOCATION: Caloundra, Queensland, AU

---

## Event Description

Launch of Wildflowering by Design is a premier expos event in Caloundra. 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:** 59/100

**Expected Attendance:** 2,751 people

**Event ID:** bfVRpPkQZ7jxtwkuLe

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,100 across all properties

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