

MED NORRTH Research Conference

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

Event Description

MED NORRTH Research Conference is a premier conferences event in South Townsville. 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: conferences

Importance Rank: 39/100

Expected Attendance: 278 people

Event ID: 3eaUyhMtxW8z9EXDWL

Hotel Demand Indicators

ADR Impact Index: 4.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 111 across all properties

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