

Pop'd Impressions Opening Night (Ticketed event)

DATE: Thursday, September 11, 2025
LOCATION: North Toowoomba, Queensland, AU

Event Description

Pop'd Impressions Opening Night (Ticketed event) is a premier expos event in North Toowoomba. 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: 51/100

Expected Attendance: 1,127 people

Event ID: 993BQeuSNC3y4TCgfa

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 451 across all properties

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