

September Exhibitions at Umbrella in partnership with North Australian Festival of Arts (NAFA)

DATE: Saturday, September 27, 2025
LOCATION: Townsville City, Queensland, AU

Event Description

September Exhibitions at Umbrella in partnership with North Australian Festival of Arts (NAFA) 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: 43/100
Expected Attendance: 430 people
Event ID: 8fDFHgXVfD6mMyqb92

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 172 across all properties

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