

Shared Aspirations // Conversations with the Artists & Opening Event

DATE: Friday, September 12, 2025
LOCATION: Cairns City, Queensland, AU

Event Description

Shared Aspirations // Conversations with the Artists & Opening Event is a premier expos event in Cairns 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: 55/100

Expected Attendance: 1,878 people

Event ID: 4krFNtskmCYyYUiyNt

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 751 across all properties

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