

Threads of Memory: The Art of Storytelling through Yarn with Norton Fredericks

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

Event Description

Threads of Memory: The Art of Storytelling through Yarn with Norton Fredericks is a premier expos event in Cleveland. 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: 54/100

Expected Attendance: 1,542 people

Event ID: Bjvzika2zGep9VUFFd

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 617 across all properties

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