

Toowoomba Carnival of Flowers Bustrip!

DATE: Thursday, September 11, 2025
LOCATION: The Gap, Queensland, AU

Event Description

Toowoomba Carnival of Flowers Bustrip! is a premier festivals event in The Gap. 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: festivals

Importance Rank: 51/100

Expected Attendance: 1,063 people

Event ID: 5QGKvMf2WfM8P24MGm

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: 425 across all properties

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