

Treasures in Thread - Exhibition - The Toowoomba Embroiderers' Guild

DATE: Thursday, September 11, 2025
LOCATION: Harristown, Queensland, AU

Event Description

Treasures in Thread - Exhibition - The Toowoomba Embroiderers' Guild is a premier expos event in Harristown. 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: 61/100

Expected Attendance: 3,458 people

Event ID: GaknYWP9upurVa4Sfr

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,383 across all properties

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