

# Umbrella Floortalk // Carlos Bautista

DATE: Friday, September 26, 2025  
LOCATION: Townsville City, Queensland, AU

---

## Event Description

Umbrella Floortalk // Carlos Bautista 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:** 425 people

**Event ID:** 6xF3V2uYe52oCQUiyv

## 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:** 170 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/umbrella-floortalk-carlos-bautista>

Document generated on 6/4/2026, 2:03:03 PM