

Umbrella Floortalk // Shivanjani Lal

DATE: Friday, September 19, 2025
LOCATION: Townsville City, Queensland, AU

Event Description

Umbrella Floortalk // Shivanjani Lal 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: 60/100

Expected Attendance: 3,188 people

Event ID: BmKRGFk5NwGUQ7Vmjn

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,275 across all properties

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

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