

# WSC Annual Exhibition & 20th Anniversary - Visions In Clay

DATE: Thursday, September 18, 2025  
LOCATION: Mount Coot-Tha, Queensland, AU

---

## Event Description

WSC Annual Exhibition & 20th Anniversary - Visions In Clay is a premier expos event in Mount Coot-Tha. 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:** 59/100

**Expected Attendance:** 2,953 people

**Event ID:** HCosFpRTpSxZkH5zVk

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,181 across all properties

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

---