

# Breakfast Club

DATE: Monday, August 25, 2025  
LOCATION: Mandurah, Western Australia, AU

---

## Event Description

Breakfast Club is a premier community event in Mandurah. 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:** community  
**Importance Rank:** 23/100  
**Expected Attendance:** 45 people  
**Event ID:** 4JMxaEd9CqYxvickoJ

## Hotel Demand Indicators

**ADR Impact Index:** 3.5x 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:** 18 across all properties

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

---