

# Christmas Day at Sharks - Frenzy's Seafood Buffet Lunch

DATE: Wednesday, December 24, 2025  
LOCATION: Southport, Queensland, AU

## Event Description

Christmas Day at Sharks - Frenzy's Seafood Buffet Lunch is a premier community event in Southport. 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:** 18/100

**Expected Attendance:** 26 people

**Event ID:** HnUUfLoQGsg5HivHe8

## Hotel Demand Indicators

**ADR Impact Index:** 3.0x 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:** 10 across all properties

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