

# Daffodil Day 2025 Sunrise Swim

DATE: Wednesday, August 20, 2025  
LOCATION: Middleton Beach, Western Australia, AU

---

## Event Description

Daffodil Day 2025 Sunrise Swim is a premier community event in Middleton Beach. 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:** 30/100

**Expected Attendance:** 100 people

**Event ID:** DaVjtfsK4z2HcSQYw5

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 40 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/daffodil-day-2025-sunrise-swim>

Document generated on 6/4/2026, 4:02:35 AM