

# Earthquake - Oceania - Australia

DATE: Friday, August 15, 2025  
LOCATION: Sexton, Queensland, AU

## Event Description

Earthquake - Oceania - Australia is a premier disasters event in Sexton. 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:** disasters

**Importance Rank:** 21/100

**Expected Attendance:** 10,000 people

**Event ID:** 3MmpnDA2Vxj7gfRtWE

## Hotel Demand Indicators

**ADR Impact Index:** 3.3x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 4,000 across all properties

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