

# IRONMAN 70.3 Sunshine Coast

DATE: Saturday, September 13, 2025  
LOCATION: Mooloolaba, Queensland, AU

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## Event Description

IRONMAN 70.3 Sunshine Coast is a premier sports event in Mooloolaba. 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:** sports

**Importance Rank:** 33/100

**Expected Attendance:** 142 people

**Event ID:** Fzx8jEoJB3LyKn4HJ8

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 57 across all properties

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