

# Reunion of the 5s Celebration

DATE: Thursday, August 21, 2025  
LOCATION: Southport, Queensland, AU

---

## Event Description

Reunion of the 5s Celebration 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:** 21/100

**Expected Attendance:** 35 people

**Event ID:** CHyhhz7u7gCcQZg9Hv

## Hotel Demand Indicators

**ADR Impact Index:** 3.3x 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:** 14 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/reunion-of-the-5s-celebration>

Document generated on 6/4/2026, 11:23:07 AM