

# Soul A Go Go with Kristina and Robbie Flay In the Mix Band

DATE: Saturday, November 1, 2025  
LOCATION: Southport, Queensland, AU

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## Event Description

Soul A Go Go with Kristina and Robbie Flay In the Mix Band is a premier festivals 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:** festivals  
**Importance Rank:** 50/100  
**Expected Attendance:** 1,001 people  
**Event ID:** 88UTfDMyuGCxJw5QLb

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)  
**Occupancy Impact:** +60 percentage points over baseline  
**Booking Lead Time:** Demand begins 60 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 400 across all properties

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

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