

Sunshine Sign and Sing

DATE: Friday, August 22, 2025
LOCATION: South Mackay, Queensland, AU

Event Description

Sunshine Sign and Sing is a premier performing-arts event in South Mackay. 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: performing-arts
Importance Rank: 45/100
Expected Attendance: 553 people
Event ID: A5LwmzcXxVmkxBMsF7

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 221 across all properties

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