

# Yoga & Meditation (Thursdays 6:15pm-7:15pm, Lions Club)

DATE: Wednesday, August 20, 2025  
LOCATION: Cleveland, Queensland, AU

## Event Description

Yoga & Meditation (Thursdays 6:15pm-7:15pm, Lions Club) is a premier community event in Cleveland. 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:** 34/100

**Expected Attendance:** 150 people

**Event ID:** 8tqar23zqqx5Yxgo6Q

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 60 across all properties

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