

# Amalfi Roast: Melia Naughton's 1 woman show FUNDRAISER FOR FRINGE

DATE: Monday, August 25, 2025  
LOCATION: Mullumbimby, New South Wales, AU

## Event Description

Amalfi Roast: Melia Naughton's 1 woman show FUNDRAISER FOR FRINGE is a premier performing-arts event in Mullumbimby. 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:** 30/100

**Expected Attendance:** 104 people

**Event ID:** K2ykbRHVeRfhpSr6P4

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 42 across all properties

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