

Ballina Big Band Blow In

DATE: Saturday, November 1, 2025
LOCATION: Ballina, New South Wales, AU

Event Description

Ballina Big Band Blow In is a premier performing-arts event in Ballina. 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: 50/100
Expected Attendance: 946 people
Event ID: uH5x4eTX9QThfDtBnu

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: 378 across all properties

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