

# Byron Bay Earth Frequency Launch Party

## • OPEN AIR

DATE: Friday, August 29, 2025  
LOCATION: Byron Bay, New South Wales, AU

### Event Description

Byron Bay Earth Frequency Launch Party • OPEN AIR is a premier festivals event in Byron Bay. 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:** 47/100

**Expected Attendance:** 677 people

**Event ID:** Gbtqh8rhHtqkhJDtXY

### Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 271 across all properties

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