

# Children's Party @ Jaca Fest: Presented by The New School of Arts

DATE: Friday, October 17, 2025  
LOCATION: Grafton, New South Wales, AU

---

## Event Description

Children's Party @ Jaca Fest: Presented by The New School of Arts is a premier festivals event in Grafton. 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:** 46/100  
**Expected Attendance:** 617 people  
**Event ID:** 93ukdfnCz8hUKWBwvS

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 247 across all properties

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

---