

Exhibition | JamFactory ICON Julie Blyfield: Chasing a Passion

DATE: Friday, November 7, 2025
LOCATION: Griffith, New South Wales, AU

Event Description

Exhibition | JamFactory ICON Julie Blyfield: Chasing a Passion is a premier expos event in Griffith. 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: expos

Importance Rank: 54/100

Expected Attendance: 1,498 people

Event ID: 8CBy3nqh98zkUAAX3P

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 599 across all properties

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