

Exhibition: 'The Tonality of Home' by Jenny Gill Schirmer

DATE: Tuesday, November 4, 2025
LOCATION: Byron Bay, New South Wales, AU

Event Description

Exhibition: 'The Tonality of Home' by Jenny Gill Schirmer is a premier expos 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: expos

Importance Rank: 62/100

Expected Attendance: 3,995 people

Event ID: 8GgDYP3Qg3fBQR65FX

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,598 across all properties

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