

Grand Ballroom | Passport to 2026 New Year's Eve Celebration

DATE: Tuesday, December 30, 2025
LOCATION: Glenelg, South Australia, AU

Event Description

Grand Ballroom | Passport to 2026 New Year's Eve Celebration is a premier festivals event in Glenelg. 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: 59/100

Expected Attendance: 2,835 people

Event ID: 4gxceZR5ubBA4mkQN2

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,134 across all properties

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