

Harley Breen Live at The Impy

DATE: Thursday, September 25, 2025
LOCATION: Murwillumbah, New South Wales, AU

Event Description

Harley Breen Live at The Impy is a premier festivals event in Murwillumbah. 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: 41/100

Expected Attendance: 358 people

Event ID: 7xi9orTng47ezwVdFe

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 143 across all properties

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

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