

La Mama Connect - Ballarat

DATE: Wednesday, September 17, 2025

LOCATION: Soldiers Hill, Victoria, AU

Event Description

La Mama Connect - Ballarat is a premier performing-arts event in Soldiers Hill. 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: performing-arts

Importance Rank: 42/100

Expected Attendance: 420 people

Event ID: C42XbHqugETmYiU2yM

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 168 across all properties

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