

Martin Way

DATE: Friday, August 15, 2025
LOCATION: Mullumbimby, New South Wales, AU

Event Description

Martin Way is a premier performing-arts event in Mullumbimby. 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: 39/100
Expected Attendance: 267 people
Event ID: BKDkYsZu7yUuW6kafP

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 107 across all properties

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