

# Mitch King - Bellingen Brewery "Power In Your Hands" Album Tour

DATE: Saturday, October 25, 2025  
LOCATION: Bellingen, New South Wales, AU

## Event Description

Mitch King - Bellingen Brewery "Power In Your Hands" Album Tour is a premier festivals event in Bellingen. 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:** 33/100

**Expected Attendance:** 138 people

**Event ID:** AQ6c2oXwcYiWFEK6ZR

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 55 across all properties

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