

Ngunya Jarjum 30 Year Gala Dinner

DATE: Friday, September 12, 2025
LOCATION: Ballina, New South Wales, AU

Event Description

Ngunya Jarjum 30 Year Gala Dinner is a premier performing-arts event in Ballina. 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: 40/100
Expected Attendance: 310 people
Event ID: CJZVyJSJ4bxw2pkxRu

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 124 across all properties

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