

# Opening Event | JamFactory ICON Julie Blyfield: Chasing a Passion

DATE: Thursday, November 13, 2025  
LOCATION: Griffith, New South Wales, AU

## Event Description

Opening Event | JamFactory ICON Julie Blyfield: Chasing a Passion is a premier expos event in Griffith. 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:** expos

**Importance Rank:** 47/100

**Expected Attendance:** 700 people

**Event ID:** 6sowzUBYfeEw9GMQUt

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 280 across all properties

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