

Parade of Youth + Banner Comp @ Jaca Fest: Presented by MacKillop Family Services

DATE: Friday, October 24, 2025
LOCATION: Grafton, New South Wales, AU

Event Description

Parade of Youth + Banner Comp @ Jaca Fest: Presented by MacKillop Family Services is a premier festivals event in Grafton. 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: 43/100
Expected Attendance: 440 people
Event ID: FRbLbiP6LKBpWEhh3K

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 176 across all properties

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