

Penny Groove

DATE: Friday, August 22, 2025
LOCATION: Mullumbimby, New South Wales, AU

Event Description

Penny Groove 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: 289 people
Event ID: 46GqcM4ZSaxdQaMbKB

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: 116 across all properties

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