

Reginald Murphy Community Centre open day

DATE: Thursday, October 30, 2025
LOCATION: Byron Bay, New South Wales, AU

Event Description

Reginald Murphy Community Centre open day is a premier expos event in Byron Bay. 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: 50/100

Expected Attendance: 1,059 people

Event ID: 36bWBvvhQCEmDHBZ6E

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 424 across all properties

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