

Riverside Morning Tea @ Jaca Fest: Presented By MacKillop Family Services

DATE: Monday, October 27, 2025
LOCATION: Grafton, New South Wales, AU

Event Description

Riverside Morning Tea @ 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: 48/100

Expected Attendance: 801 people

Event ID: 78Bdewwqburu4gJHNw

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 320 across all properties

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