

# Safe To Sing (6 People Journey for 6 Weeks)

DATE: Sunday, October 26, 2025  
LOCATION: Mullumbimby, New South Wales, AU

## Event Description

Safe To Sing (6 People Journey for 6 Weeks) is a premier concerts 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:** concerts

**Importance Rank:** 26/100

**Expected Attendance:** 64 people

**Event ID:** GW24PnGaYvaLgYhHpM

## Hotel Demand Indicators

**ADR Impact Index:** 3.7x 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:** 26 across all properties

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