

Songs From the Heart - Northern Rivers for Refugees Fundraiser

DATE: Friday, September 26, 2025
LOCATION: Ballina, New South Wales, AU

Event Description

Songs From the Heart - Northern Rivers for Refugees Fundraiser is a premier festivals event in Ballina. 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: 45/100
Expected Attendance: 553 people
Event ID: DKtR5zhNt4HvKfk7Nz

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 221 across all properties

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