

The Big Bike Film Night | SARATON THEATRE, GRAFTON

DATE: Wednesday, August 27, 2025
LOCATION: Grafton, New South Wales, AU

Event Description

The Big Bike Film Night | SARATON THEATRE, GRAFTON is a premier performing-arts 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: performing-arts

Importance Rank: 50/100

Expected Attendance: 10,000 people

Event ID: AbUez9vLZJpGAcJ7Bj

Hotel Demand Indicators

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

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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