

# The Mix: Uralla

DATE: Thursday, September 4, 2025  
LOCATION: Uralla, New South Wales, AU

---

## Event Description

The Mix: Uralla is a premier performing-arts event in Uralla. 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:** 27/100  
**Expected Attendance:** 74 people  
**Event ID:** 4YarSBY3xCRQuGkkP9

## Hotel Demand Indicators

**ADR Impact Index:** 3.8x 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:** 30 across all properties

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

---