

# ASH GRUNWALD

DATE: Friday, August 22, 2025  
LOCATION: New Plymouth, Taranaki Region, NZ

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## Event Description

ASH GRUNWALD is a premier festivals event in New Plymouth. 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:** 35/100

**Expected Attendance:** 171 people

**Event ID:** 82cPfCr2yo9RjAe3NV

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 68 across all properties

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

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