

Barbara Leydon Junior Drama Festival

DATE: Monday, September 8, 2025
LOCATION: Hāpera, Taranaki Region, NZ

Event Description

Barbara Leydon Junior Drama Festival is a premier performing-arts event in Hāpera. 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: 32/100

Expected Attendance: 131 people

Event ID: 7cG2noMHqx7a3tFQGW

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 52 across all properties

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