

# Book Launch for Comfort and Cheer by Rosie Boom

DATE: Thursday, August 14, 2025  
LOCATION: Whang & V'À æ÷ thland Region, NZ

## Event Description

Book Launch for Comfort and Cheer by Rosie Boom is a premier performing-arts event in Whang & V'À. 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:** 31/100  
**Expected Attendance:** 106 people  
**Event ID:** ERQbytp7yHFr68ksKd

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 42 across all properties

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