

Butlers Reef Comedy Night

DATE: Friday, September 19, 2025
LOCATION: Æ -W a, Taranaki Region, NZ

Event Description

Butlers Reef Comedy Night is a premier performing-arts event in Æ -W a. 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: ESY73gRD8buVGanYeS

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.

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