

# Callum's Brand New Show (WIP)

DATE: Thursday, September 11, 2025

LOCATION: Palmerston North, Manawatū Ōvāi Region, NZ

## Event Description

Callum's Brand New Show (WIP) is a premier festivals event in Palmerston North. 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:** 37/100

**Expected Attendance:** 225 people

**Event ID:** CAsJcKbTcooaQW9Voe

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 90 across all properties

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