

Campaign Launch - Live Music from Charlotte Melser & Castlecliff Lights

DATE: Friday, August 22, 2025
LOCATION: Whanganui, Manawat ūwhangarei Region, NZ

Event Description

Campaign Launch - Live Music from Charlotte Melser & Castlecliff Lights is a premier performing-arts event in Whanganui. 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: 62MkLirMekhZU5Dmtx

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.