

Come From Away - Final Night

DATE: Friday, August 29, 2025

LOCATION: Palmerston North, Manawatū Ōvāi Region, NZ

Event Description

Come From Away - Final Night is a premier performing-arts 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: performing-arts

Importance Rank: 45/100

Expected Attendance: 561 people

Event ID: EAo36eo8GF9geCLEf9

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 224 across all properties

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