

Deva Mahal - Hawke's Bay Arts Festival

DATE: Wednesday, October 8, 2025
LOCATION: Hastings, Hawke's Bay Region, NZ

Event Description

Deva Mahal - Hawke's Bay Arts Festival is a premier festivals event in Hastings. 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: 39/100

Expected Attendance: 290 people

Event ID: 7jiKygE9yiaT9bf3Xn

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 116 across all properties

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

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