

Early Nights with White Chapel Jak - Crab Farm Winery

DATE: Friday, September 5, 2025
LOCATION: Napier, Hawke's Bay Region, NZ

Event Description

Early Nights with White Chapel Jak - Crab Farm Winery is a premier community event in Napier. 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: community

Importance Rank: 28/100

Expected Attendance: 79 people

Event ID: Dyy6Zmdqtudn8aoHZL

Hotel Demand Indicators

ADR Impact Index: 3.9x 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: 32 across all properties

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