

Fairfield by Firelight

DATE: Thursday, October 9, 2025
LOCATION: Nelson, Nelson Region, NZ

Event Description

Fairfield by Firelight is a premier performing-arts event in Nelson. 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: 42/100
Expected Attendance: 420 people
Event ID: 5BweJNpWBXU95baBQE

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 168 across all properties

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