

GISH: Live at The Old Stone Butter Factory

DATE: Tuesday, September 30, 2025
LOCATION: Whang & V'À æ÷ thland Region, NZ

Event Description

GISH: Live at The Old Stone Butter Factory is a premier performing-arts event in Whang & V'À 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: 8Ev6SXX63t4rNnpBw3

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.

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