

Happening Holidays - Cupcake Decorating

DATE: Sunday, September 28, 2025
LOCATION: H pera, Taranaki Region, NZ

Event Description

Happening Holidays - Cupcake Decorating is a premier community event in H pera. 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: 26/100

Expected Attendance: 60 people

Event ID: 5m6wqcdYB5PhNaYzRM

Hotel Demand Indicators

ADR Impact Index: 3.7x 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: 24 across all properties

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