

# Hot Spot September - Featuring Alex Wilson

DATE: Thursday, September 11, 2025  
LOCATION: Palmerston North, Manawatū-Ūnui Region, NZ

## Event Description

Hot Spot September - Featuring Alex Wilson is a premier performing-arts event in Palmerston North. 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:** 7d8tRziqwCRcY4VW6T

## 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.*