

It's circus baby! - Fundraising event at the Playhouse

DATE: Friday, October 31, 2025
LOCATION: Redwood Valley, Tasman Region, NZ

Event Description

It's circus baby! - Fundraising event at the Playhouse is a premier performing-arts event in Redwood Valley. 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: 40/100

Expected Attendance: 308 people

Event ID: 5UAibDkVXmQrfKZrRG

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 123 across all properties

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