

It's us, in the End + Anything Can Happen

DATE: Friday, September 19, 2025
LOCATION: New Plymouth, Taranaki Region, NZ

Event Description

It's us, in the End + Anything Can Happen is a premier performing-arts event in New Plymouth. 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: 67rzaM5JwnutffkKBni

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.