

Jersey Boys: The Story of Frankie Valli & The Four Seasons

DATE: Friday, September 12, 2025
LOCATION: Tauranga, Bay of Plenty Region, NZ

Event Description

Jersey Boys: The Story of Frankie Valli & The Four Seasons is a premier performing-arts event in Tauranga. 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: 51/100

Expected Attendance: 1,064 people

Event ID: 4LbdYB65oJLGRWLAxj

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 426 across all properties

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