Joybella

DATE: Tuesday, September 2, 2025
LOCATION: Whangapar ö Â uckland, NZ

Event Description

Joybella is a premier performing-arts event in Whangapar ö à 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: 98u7EU4nTq9nkxbEZ5

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.