

Kerepehi Brass Christmas Concert

DATE: Saturday, December 6, 2025
LOCATION: Thames, Waikato Region, NZ

Event Description

Kerepehi Brass Christmas Concert is a premier performing-arts event in Thames. 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: 31/100
Expected Attendance: 109 people
Event ID: DWgXN3FicL7gmJ3DPZ

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 44 across all properties

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