

# Kevin Downings 101 Lab Band with Erna Ferry and Samuel Flynn Scott

DATE: Thursday, September 4, 2025  
LOCATION: Palmerston North, Manawatū Region, NZ

## Event Description

Kevin Downings 101 Lab Band with Erna Ferry and Samuel Flynn Scott is a premier festivals event in Palmerston North. 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:** festivals

**Importance Rank:** 35/100

**Expected Attendance:** 177 people

**Event ID:** DM8mqeMq2KzcVHC4k7

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 71 across all properties

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