

L.A.B. in New Plymouth

DATE: Sunday, December 28, 2025
LOCATION: New Plymouth, Taranaki Region, NZ

Event Description

L.A.B. in New Plymouth is a premier concerts 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: concerts

Importance Rank: 40/100

Expected Attendance: 315 people

Event ID: 4MK9c3S6mGSZVCu9MK

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 126 across all properties

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