

Lee Mvtthews, Pirapus, and Optimus Gryme

DATE: Friday, January 9, 2026
LOCATION: Nelson, NZ

Event Description

Lee Mvtthews, Pirapus, and Optimus Gryme is a premier concerts event in Nelson. 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: 50/100

Expected Attendance: 981 people

Event ID: F7hNkQVneYsCfUSF5V

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: 392 across all properties

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