

LIMELIGHT

DATE: Friday, September 12, 2025
LOCATION: New Plymouth, Taranaki Region, NZ

Event Description

LIMELIGHT is a premier performing-arts 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: performing-arts
Importance Rank: 45/100
Expected Attendance: 577 people
Event ID: HvPL72ifApC6o2X4gQ

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 231 across all properties

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