

Lords and Ladies by Terry Pratchett

DATE: Wednesday, September 17, 2025

LOCATION: Dunedin, Otago Region, NZ

Event Description

Lords and Ladies by Terry Pratchett is a premier performing-arts event in Dunedin. 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: 49/100

Expected Attendance: 867 people

Event ID: EDXxBvpcJA4v2pgfPH

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 347 across all properties

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