

National Theatre Live: The Importance of being Earnest

DATE: Wednesday, September 17, 2025
LOCATION: Napier, Hawke's Bay Region, NZ

Event Description

National Theatre Live: The Importance of being Earnest is a premier performing-arts event in Napier. 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: 50/100
Expected Attendance: 1,046 people
Event ID: C78hWdfsRLtqeo7ZHy

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: 418 across all properties

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