

NELSON - Stand-Up Special Taping for U.S. Release - Nick Rado

DATE: Thursday, August 14, 2025
LOCATION: Richmond, Tasman Region, NZ

Event Description

NELSON - Stand-Up Special Taping for U.S. Release - Nick Rado is a premier performing-arts event in Richmond. 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: 585 people
Event ID: 7XrjDwSC6gxCddtEuZ

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: 234 across all properties

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

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