

# Nirvana, Pearl Jam, Red Hot Chili Peppers LIVE Tribute Show - Butler's Reef

DATE: Saturday, August 30, 2025  
LOCATION: Æ ·W a, Taranaki Region, NZ

## Event Description

Nirvana, Pearl Jam, Red Hot Chili Peppers LIVE Tribute Show - Butler's Reef is a premier community event in Æ ·W a. 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:** community

**Importance Rank:** 26/100

**Expected Attendance:** 60 people

**Event ID:** 3wVnobLi736m3yG3LT

## Hotel Demand Indicators

**ADR Impact Index:** 3.7x 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:** 24 across all properties

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