

OPEN MIC/JAM NIGHT

DATE: Saturday, October 4, 2025
LOCATION: Russell, Northland Region, NZ

Event Description

OPEN MIC/JAM NIGHT is a premier community event in Russell. 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: 30/100
Expected Attendance: 100 people
Event ID: HQ7gMbvPWQG6BKFGX6

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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