

Paul Berrington, Fam, Pete Greenhagh @ Soif Wine Shop

DATE: Friday, October 17, 2025
LOCATION: Blenheim, Marlborough Region, NZ

Event Description

Paul Berrington, Fam, Pete Greenhagh @ Soif Wine Shop is a premier performing-arts event in Blenheim. 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: 33/100
Expected Attendance: 148 people
Event ID: 79LrzjdDuTrXTvhbyu

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 59 across all properties

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