

Peninsula – A Play by Gary Henderson

DATE: Tuesday, September 2, 2025
LOCATION: Rotorua, Bay of Plenty Region, NZ

Event Description

Peninsula – A Play by Gary Henderson is a premier performing-arts event in Rotorua. 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: 43/100

Expected Attendance: 433 people

Event ID: mxFmroVietNFfDFAXU

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 173 across all properties

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