

Pride Taranaki Walking Group - Rainbow History in New Plymouth - TIME CHANGE...

DATE: Saturday, October 18, 2025
LOCATION: Ng Ōhāwiri Taranaki, NZ

Event Description

Pride Taranaki Walking Group - Rainbow History in New Plymouth - TIME CHANGE... is a premier expos event in Ng Ōhāwiri. 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: expos
Importance Rank: 50/100
Expected Attendance: 994 people
Event ID: 9mmcdR26ubUhCzvGAM

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 398 across all properties

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