R&B Only Night

DATE: Thursday, November 13, 2025
LOCATION: Hastings, Hawke's Bay Region, NZ

Event Description

R&B Only Night is a premier festivals event in Hastings. 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: festivals
Importance Rank: 35/100
Expected Attendance: 176 people
Event ID: DisE5JcXbuyxpQ9XRi

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 70 across all properties

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