

Sam Gellaitry in Gisborne

DATE: Saturday, December 27, 2025
LOCATION: Gisborne, Gisborne Region, NZ

Event Description

Sam Gellaitry in Gisborne is a premier concerts event in Gisborne. 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: concerts

Importance Rank: 30/100

Expected Attendance: 100 people

Event ID: CQcJHrdJppuADvruC3

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.
