

Shaskeen Reel & Turkey the Bird: A Concert for the Taranaki Cathedral Strengthening Project

DATE: Friday, August 22, 2025
LOCATION: New Plymouth, Taranaki Region, NZ

Event Description

Shaskeen Reel & Turkey the Bird: A Concert for the Taranaki Cathedral Strengthening Project is a premier performing-arts event in New Plymouth. 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: 50/100
Expected Attendance: 10,000 people
Event ID: 5koB3uas5tkoQqfnYe

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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