

Singer Songwriters New Plymouth 20th Anniversary Season

DATE: Thursday, October 30, 2025
LOCATION: New Plymouth, Taranaki Region, NZ

Event Description

Singer Songwriters New Plymouth 20th Anniversary Season 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: 47/100
Expected Attendance: 683 people
Event ID: DvHVqMzVniaUdR76WW

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 273 across all properties

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