

Somewhere Over the Rainbow - 10am Show

DATE: Friday, September 5, 2025
LOCATION: Hastings, Hawke's Bay Region, NZ

Event Description

Somewhere Over the Rainbow - 10am Show is a premier performing-arts 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: performing-arts

Importance Rank: 46/100

Expected Attendance: 658 people

Event ID: 9A8P9aRcaUn6TaUbmz

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 263 across all properties

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