

STEAM25 Blood on the Clocktower (with Pizza)

DATE: Thursday, September 25, 2025
LOCATION: Hastings, Hawke's Bay Region, NZ

Event Description

STEAM25 Blood on the Clocktower (with Pizza) 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: 39/100
Expected Attendance: 296 people
Event ID: DmSCWDeyo2WewSgQ7Q

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 118 across all properties

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