

Sunset Sounds

DATE: Friday, November 7, 2025
LOCATION: Æ -W a, Taranaki Region, NZ

Event Description

Sunset Sounds is a premier festivals event in Æ -W a. 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: festivals

Importance Rank: 35/100

Expected Attendance: 168 people

Event ID: C9SGSu7wRpL6QMbjng

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 67 across all properties

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