

Tami Neilson - Neon Cowgirl Tour - Nelson

DATE: Saturday, October 11, 2025
LOCATION: Nelson, Nelson Region, NZ

Event Description

Tami Neilson - Neon Cowgirl Tour - Nelson is a premier festivals event in Nelson. 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: 39/100

Expected Attendance: 272 people

Event ID: CAbPXvjG9oWqfN9VRd

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: 109 across all properties

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