

Te Taira0Gv†—F' ts Festival presents: Annie & Papa Will Crummer

DATE: Friday, September 26, 2025
LOCATION: Gisborne, Gisborne Region, NZ

Event Description

Te Taira0Gv†—F• Arts Festival presents: Annie & Papa Will Crummer is a premier festivals event in Gisborne. 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: 42/100

Expected Attendance: 418 people

Event ID: EVkkgusbF4PK3977Rx

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 167 across all properties

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