

The Beach Boys in Palmer

DATE: Monday, August 25, 2025

LOCATION: Palmerston North, Manawatū-Ūwhārei Region, NZ

Event Description

The Beach Boys in Palmer is a premier concerts event in Palmerston North. 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: concerts

Importance Rank: 39/100

Expected Attendance: 268 people

Event ID: 6zkFa8jnXFLAKnFf5q

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: 107 across all properties

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