

The Black Seeds in Feilding

DATE: Friday, January 30, 2026

LOCATION: Palmerston North, Manawatū-Ūwharē Region, NZ

Event Description

The Black Seeds in Feilding 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: ByBHGRmHc4GGvpNvcw

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.