

# Winter's Farewell at Salt: A 3-Course Dinner

DATE: Tuesday, September 2, 2025  
LOCATION: New Plymouth, Taranaki Region, NZ

## Event Description

Winter's Farewell at Salt: A 3-Course Dinner is a premier community event in New Plymouth. 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:** community

**Importance Rank:** 22/100

**Expected Attendance:** 42 people

**Event ID:** 8pz5ya8KkHrpvYfyQ9

## Hotel Demand Indicators

**ADR Impact Index:** 3.4x 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:** 17 across all properties

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