

# New Season, New Start Time! & @p Start of the Season!

DATE: Friday, October 3, 2025  
LOCATION: Invercargill, Southland Region, NZ

## Event Description

New Season, New Start Time! & @p First 8am Start of the Season! is a premiere event in Invercargill. 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:** 36/100  
**Expected Attendance:** 208 people  
**Event ID:** 34V4TceyQfwcKQu3M3

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 83 across all properties

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