

PRIDE PROPERTY DIWALI – Festival of Lights 2025

DATE: Friday, November 7, 2025
LOCATION: Invercargill, Southland Region, NZ

Event Description

PRIDE PROPERTY DIWALI – Festival of Lights 2025 is a premier festivals event. 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: 47/100
Expected Attendance: 741 people
Event ID: 4SvSQNuCz9hjeGk5aD

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 296 across all properties

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