

2025/26 CD Festival - GIRLS YEARS 7 & 8

DATE: Saturday, January 10, 2026
LOCATION: Masterton, Wellington Region, NZ

Event Description

2025/26 CD Festival - GIRLS YEARS 7 & 8 is a premier festivals event in Masterton. 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: 51/100

Expected Attendance: 1,121 people

Event ID: Bkm8XAE8M5iRgtR4E6

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 448 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/202526-cd-festival-girls-years-7-8>

Document generated on 6/4/2026, 10:56:11 AM