

Annual Twilight Market

DATE: Friday, December 26, 2025
LOCATION: Whangamat à Waikato Region, NZ

Event Description

Annual Twilight Market is a premier festivals event in Whangamat à 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: 44/100

Expected Attendance: 526 people

Event ID: CXRHHLmi6oNNtn3ziG

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 210 across all properties

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