

Après at Ayrburn with Sin & Brook

DATE: Friday, August 15, 2025
LOCATION: Arrowtown, Otago Region, NZ

Event Description

Après at Ayrburn with Sin & Brook is a premier festivals event in Arrowtown. 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: 41/100

Expected Attendance: 345 people

Event ID: Drv2gJL4BYwnW2YF7h

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 138 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/aprs-at-ayrburn-with-sin-brook>

Document generated on 6/4/2026, 2:57:13 AM