

# Brent Hickey Memorial AWESOME 4SOME

DATE: Thursday, October 16, 2025  
LOCATION: Alexandra, Otago Region, NZ

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## Event Description

Brent Hickey Memorial AWESOME 4SOME is a premier sports event in Alexandra. 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:** sports

**Importance Rank:** 30/100

**Expected Attendance:** 100 people

**Event ID:** 9pMmgMBZJ2rsBaf6aB

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 40 across all properties

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

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