

Brewery Tour & Brewers Lunch

DATE: Friday, October 17, 2025
LOCATION: Haruru, Northland Region, NZ

Event Description

Brewery Tour & Brewers Lunch is a premier festivals event in Haruru. 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: 699 people

Event ID: YTP2FXRN9GQhFmW5ix

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: 280 across all properties

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

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