

# Carterton Farmers' Market AGM - Normanby Tavern

DATE: Tuesday, September 16, 2025  
LOCATION: Waingawa, Wellington Region, NZ

## Event Description

Carterton Farmers' Market AGM - Normanby Tavern is a premier community event in Waingawa. 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:** community

**Importance Rank:** 26/100

**Expected Attendance:** 60 people

**Event ID:** 3eZNBLaWaKbaxc5B5a

## Hotel Demand Indicators

**ADR Impact Index:** 3.7x 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:** 24 across all properties

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