

Central Stags vs Northern Brave

DATE: Monday, January 12, 2026
LOCATION: Napier, Hawke's Bay, NZ

Event Description

Central Stags vs Northern Brave is a premier sports event in Napier. 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: 76/100

Expected Attendance: 19,700 people

Event ID: CUhjoqRXswjnLKZww9

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 7,880 across all properties

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