

Cozy Winter Soft Play

DATE: Tuesday, September 30, 2025

LOCATION: Waikato Region, NZ

Event Description

Cozy Winter Soft Play is a premier community event in the region. 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: 43/100

Expected Attendance: 439 people

Event ID: CwtaeJE33nsnrb4Vo5

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 176 across all properties

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

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<https://becircadian.com/events/cozy-winter-soft-play>

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