

Divas of Drag

DATE: Friday, August 22, 2025
LOCATION: Picton, Marlborough Region, NZ

Event Description

Divas of Drag is a premier community event in Picton. 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: 22/100

Expected Attendance: 39 people

Event ID: B6sAiaRxpqXk2W

Hotel Demand Indicators

ADR Impact Index: 3.4x 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: 16 across all properties

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