

# East Coast vs West Coast

DATE: Friday, August 22, 2025  
LOCATION: Ruatoria, Gisborne, NZ

## Event Description

East Coast vs West Coast is a premier sports event in Ruatoria. 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:** 60/100

**Expected Attendance:** 3,000 people

**Event ID:** 4FkpUryB8yT2E5Yb6J

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 1,200 across all properties

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