

# Farah Palmer Cup - Auckland vs Hawke's Bay Tui

DATE: Friday, September 5, 2025  
LOCATION: Napier, Hawke's Bay, NZ

## Event Description

Farah Palmer Cup - Auckland vs Hawke's Bay Tui 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:** 66/100

**Expected Attendance:** 6,650 people

**Event ID:** HLHntU9yQMM6Rp7Rqe

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

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

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,660 across all properties

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