

# Farah Palmer Cup - Championship Semi-finals - Wellington vs Northland

DATE: Friday, September 12, 2025  
LOCATION: Whangarei, Northland, NZ

## Event Description

Farah Palmer Cup - Championship Semi-finals - Wellington vs Northland is a premier sports event in Whangarei. 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:** 61/100

**Expected Attendance:** 3,722 people

**Event ID:** 4hYnTrHUcuQXuaLkBZ

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,489 across all properties

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