

Farah Palmer Cup - Counties Manukau vs Manawatu

DATE: Saturday, September 6, 2025
LOCATION: Palmerston North, Manawatu-Wanganui, NZ

Event Description

Farah Palmer Cup - Counties Manukau vs Manawatu is a premier sports event in Palmerston North. 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: 68/100

Expected Attendance: 8,114 people

Event ID: 6SDJPQZZocu9W5rSkG

Hotel Demand Indicators

ADR Impact Index: 7.3x 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: 3,246 across all properties

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