

# Farah Palmer Cup - Hawke's Bay Tui vs Counties Manukau

DATE: Friday, August 29, 2025  
LOCATION: Pukekohe, Auckland, NZ

## Event Description

Farah Palmer Cup - Hawke's Bay Tui vs Counties Manukau is a premier sports event in Pukekohe. 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:** 65/100

**Expected Attendance:** 5,344 people

**Event ID:** FtBxgca66GLsUyGxru

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,138 across all properties

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