

Farah Palmer Cup - Otago vs Tasman

DATE: Saturday, August 30, 2025

LOCATION: Nelson, Nelson, NZ

Event Description

Farah Palmer Cup - Otago vs Tasman is a premier sports event in Nelson. 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: 70/100

Expected Attendance: 9,636 people

Event ID: 83BWvZx3aHwpxDy9Fc

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,854 across all properties

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