

# Farah Palmer Cup - Premiership Semi-finals - Auckland vs Waikato

DATE: Friday, September 26, 2025  
LOCATION: Hamilton, Waikato, NZ

## Event Description

Farah Palmer Cup - Premiership Semi-finals - Auckland vs Waikato is a premier sports event in Hamilton. 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:** 6,534 people

**Event ID:** DRSp8ZXaNJ5nUm374Q

## 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:** 2,614 across all properties

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