

Farah Palmer Cup - Tasman vs Taranaki

DATE: Friday, August 22, 2025
LOCATION: New Plymouth, Taranaki, NZ

Event Description

Farah Palmer Cup - Tasman vs Taranaki is a premier sports event in New Plymouth. 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: 8,350 people

Event ID: 5AhRKRKfGw4RtzD7Ny

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: 3,340 across all properties

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