

# Farm Open Day and Heritage Tomato Sale

DATE: Friday, September 19, 2025  
LOCATION: Darfield, Canterbury Region, NZ

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## Event Description

Farm Open Day and Heritage Tomato Sale is a premier community event in Darfield. 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:** community

**Importance Rank:** 26/100

**Expected Attendance:** 60 people

**Event ID:** BVSY83G2AvgGDFmqc2

## Hotel Demand Indicators

**ADR Impact Index:** 3.7x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 24 across all properties

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

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