

Gerard Hindmarsh at M V Æ—FW& y Festival

DATE: Friday, September 12, 2025
LOCATION: M V Å Tasman Region, NZ

Event Description

Gerard Hindmarsh at M V Literary Festival is a premier festivals event in M V à 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: festivals

Importance Rank: 46/100

Expected Attendance: 667 people

Event ID: 4MihDGqYp7oMkfThUK

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 267 across all properties

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