

Hamilton Store Reopening! Vouchers to be won and free drinks with purchase!

DATE: Friday, September 19, 2025
LOCATION: Hamilton, Waikato Region, NZ

Event Description

Hamilton Store Reopening! Vouchers to be won and free drinks with purchase! is a premier community 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: community

Importance Rank: 29/100

Expected Attendance: 90 people

Event ID: Bv2rT6Wg6EnqdGTu7A

Hotel Demand Indicators

ADR Impact Index: 4.0x 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: 36 across all properties

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