

Harvest Hawke's Bay Wine and Food Festival - 2025

DATE: Friday, November 21, 2025
LOCATION: Tuki Tuki, Hawke's Bay Region, NZ

Event Description

Harvest Hawke's Bay Wine and Food Festival - 2025 is a premier festivals event in Tuki Tuki. 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: 47/100

Expected Attendance: 697 people

Event ID: 9bqEbywUfZV92Q4ooY

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 279 across all properties

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