

Haunted Heritage: The Ghost Garden

DATE: Friday, October 10, 2025
LOCATION: Dunedin, Otago Region, NZ

Event Description

Haunted Heritage: The Ghost Garden is a premier community event in Dunedin. 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: 31/100

Expected Attendance: 116 people

Event ID: 9G8PMq3urC7NUdT8GU

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 46 across all properties

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