

Heartland Championship - King Country vs Ng F' orou East Coast

DATE: Friday, October 3, 2025
LOCATION: Ruatoria, Gisborne, NZ

Event Description

Heartland Championship - King Country vs Ng F• Porou East Coast is a premier sports event in Ruatoria. 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: sports
Importance Rank: 60/100
Expected Attendance: 3,000 people
Event ID: GCaz5cZJ9CqivtspWe

Hotel Demand Indicators

ADR Impact Index: 6.6x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 1,200 across all properties

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