

# Heartland Championship - Meads Cup - Semi-finals - Thames Valley vs South Canterbury

DATE: Friday, October 10, 2025  
LOCATION: Timaru, Canterbury, NZ

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## Event Description

Heartland Championship - Meads Cup - Semi-finals - Thames Valley vs South Canterbury is a premier sports event in Timaru. 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:** 68/100

**Expected Attendance:** 7,957 people

**Event ID:** Dp7Z8iqtnk4smN3XNU

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,183 across all properties

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

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