

Heartland Championship - Poverty Bay vs Wairarapa Bush

DATE: Friday, October 3, 2025
LOCATION: Masterton, Wellington, NZ

Event Description

Heartland Championship - Poverty Bay vs Wairarapa Bush is a premier sports event in Masterton. 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: 58/100

Expected Attendance: 2,512 people

Event ID: noHgcXzG6qB9hqispn

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,005 across all properties

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