

Heartland Championship - West Coast vs Ng F' orou East Coast

DATE: Friday, August 22, 2025
LOCATION: Ruatoria, Gisborne, NZ

Event Description

Heartland Championship - West Coast 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: 59/100

Expected Attendance: 2,877 people

Event ID: 6FEfKGBZK5QH3QNMAe

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,151 across all properties

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