

# Helping Parents Navigate the Sports Space

DATE: Monday, August 18, 2025  
LOCATION: Napier, Hawke's Bay Region, NZ

---

## Event Description

Helping Parents Navigate the Sports Space is a premier sports event in Napier. 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:** 30/100

**Expected Attendance:** 100 people

**Event ID:** FUxfPSGZ7bP8orcfd

## 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:** 40 across all properties

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