

Jassy Dean Trust Spring Plant Sale

DATE: Saturday, November 8, 2025
LOCATION: Waiheke Island, Auckland, NZ

Event Description

Jassy Dean Trust Spring Plant Sale is a premier festivals event in Waiheke Island. 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: festivals

Importance Rank: 48/100

Expected Attendance: 825 people

Event ID: ctbnUd9MJ5KTDF3xGn

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 330 across all properties

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