

John Machejefski Memorial Race - 32km Graded Scratch on Old Christchurch Road

DATE: Friday, December 5, 2025
LOCATION: Awatuna, West Coast Region, NZ

Event Description

John Machejefski Memorial Race - 32km Graded Scratch on Old Christchurch Road is a premier sports event in Awatuna. 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: Ej9rxepc8G5drBSP8C

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.