

King Country vs Wairarapa Bush

DATE: Saturday, September 13, 2025

LOCATION: Taupō Waikato, NZ

Event Description

King Country vs Wairarapa Bush is a premier sports event in Taupō. 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: 67/100

Expected Attendance: 6,997 people

Event ID: 3akfwKiJiZjPRTivFZ

Hotel Demand Indicators

ADR Impact Index: 7.2x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,799 across all properties

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