

Ladies Night at Mitre 10 MEGA Napier

DATE: Thursday, December 4, 2025
LOCATION: Napier, Hawke's Bay Region, NZ

Event Description

Ladies Night at Mitre 10 MEGA Napier is a premier expos 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: expos

Importance Rank: 46/100

Expected Attendance: 603 people

Event ID: HUh7NdfVvK9Ws2w65i

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 241 across all properties

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