

Magic of Oz

DATE: Wednesday, October 22, 2025
LOCATION: Hamilton, Waikato Region, NZ

Event Description

Magic of Oz is a premier performing-arts event in Hamilton. 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: performing-arts
Importance Rank: 34/100
Expected Attendance: 158 people
Event ID: GSgVJuQH4DcjH99KPR

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 63 across all properties

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