

Mangatainoka Motors Ford vs General Motors Car Day

DATE: Saturday, August 30, 2025
LOCATION: Mangatainoka, Manawatū-āwhiāui Region, NZ

Event Description

Mangatainoka Motors Ford vs General Motors Car Day is a premier community event in Mangatainoka. 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: community

Importance Rank: 30/100

Expected Attendance: 97 people

Event ID: 6kYDDe3Fedj3QUBNmG

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: 39 across all properties

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