

Massey Agriculture, Horticulture and Environmental Science Awards

DATE: Thursday, October 9, 2025

LOCATION: Palmerston North, Manawatū-Ūwharē Region, NZ

Event Description

Massey Agriculture, Horticulture and Environmental Science Awards is a premier community event in Palmerston North. 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: 100 people

Event ID: 5Dw6pNtqsP3eu5VoGy

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.