

# Merino Muster

DATE: Friday, August 29, 2025  
LOCATION: Cardrona, Otago, NZ

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## Event Description

Merino Muster is a premier sports event in Cardrona. 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:** 33/100

**Expected Attendance:** 140 people

**Event ID:** 7ctGeQiJt6am4w3WBH

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 56 across all properties

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

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