

Mitre 10 MEGA Southern Classic Festival

DATE: Thursday, November 20, 2025
LOCATION: Levels, Canterbury Region, NZ

Event Description

Mitre 10 MEGA Southern Classic Festival is a premier festivals event in Levels. 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: festivals
Importance Rank: 37/100
Expected Attendance: 231 people
Event ID: 7aT4v23PjXzDHqvvNM

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 92 across all properties

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