

# Night Walks in Grays Bush Scenic Reserve

DATE: Wednesday, September 3, 2025  
LOCATION: Waimata, Gisborne Region, NZ

## Event Description

Night Walks in Grays Bush Scenic Reserve is a premier community event in Waimata. 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:** 22/100

**Expected Attendance:** 42 people

**Event ID:** DjGCZhYBAVB4kZBQYA

## Hotel Demand Indicators

**ADR Impact Index:** 3.4x 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:** 17 across all properties

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