

NZIFF - Gala Opening Night. Join us for a screening of the award winning It Was Just an Accident.

DATE: Wednesday, August 27, 2025
LOCATION: Hamilton, Waikato Region, NZ

Event Description

NZIFF - Gala Opening Night. Join us for a screening of the award winning It Was Just an Accident. is a premier performing-arts event in Hamilton. 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: performing-arts
Importance Rank: 39/100
Expected Attendance: 273 people
Event ID: BowNXdyso5tJyGRUDt

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 109 across all properties

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