

# Old Boys' AFC x Embrace Orthodontics Junior Football Festival

DATE: Friday, September 12, 2025  
LOCATION: Invercargill, Southland Region, NZ

## Event Description

Old Boys' AFC x Embrace Orthodontics Junior Football Festival is a premier festivals event in Invercargill. 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:** 235 people

**Event ID:** 7YZbuP8ftu3vgnUxZK

## 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:** 94 across all properties

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