

# Omakere Coastal Hill Country Walk and Trail Run

DATE: Friday, October 17, 2025  
LOCATION: Aramoana, Hawke's Bay Region, NZ

## Event Description

Omakere Coastal Hill Country Walk and Trail Run is a premier festivals event in Aramoana. 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:** 43/100  
**Expected Attendance:** 456 people  
**Event ID:** 899ayJGkrwV4vrHUjr

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 182 across all properties

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