

Palliser Start of Summer Asado Weekend

DATE: Friday, November 14, 2025
LOCATION: Martinborough, Wellington Region, NZ

Event Description

Palliser Start of Summer Asado Weekend is a premier festivals event in Martinborough. 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: 54/100

Expected Attendance: 1,564 people

Event ID: 8U96jEcn2eTyGbM2Hn

Hotel Demand Indicators

ADR Impact Index: 6.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 626 across all properties

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