

# Pour & Explore - Sip & Sauna at Colombo - Saturday 23rd August

DATE: Friday, August 22, 2025  
LOCATION: Martinborough, Wellington Region, NZ

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## Event Description

Pour & Explore - Sip & Sauna at Colombo - Saturday 23rd August is a premier community 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:** community

**Importance Rank:** 22/100

**Expected Attendance:** 39 people

**Event ID:** 72MwEUJ7zfrJURDUku

## 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:** 16 across all properties

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

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