

Public Lecture with Melissa Smith - "When Bike Lanes Are Not Enough"

DATE: Sunday, October 19, 2025
LOCATION: Hamilton, Waikato Region, NZ

Event Description

Public Lecture with Melissa Smith - "When Bike Lanes Are Not Enough" is a premier sports 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: sports

Importance Rank: 30/100

Expected Attendance: 100 people

Event ID: 5ZUJpemDfC2B5DhA46

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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