

Queenstown International Marathon

DATE: Monday, November 17, 2025

LOCATION: Otago Region, NZ

Event Description

Queenstown International Marathon is a premier sports event in the region. 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: 71/100

Expected Attendance: 11,265 people

Event ID: GEyd7nWQqNKfN6xjgC

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 4,506 across all properties

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