

Random Directions Film Festival | Blenheim

DATE: Friday, August 29, 2025
LOCATION: Blenheim, Marlborough Region, NZ

Event Description

Random Directions Film Festival | Blenheim is a premier festivals event in Blenheim. 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: 36/100

Expected Attendance: 202 people

Event ID: BtPGpP9yQbcepS2nF9

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 81 across all properties

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