

Red Heavens in Bannockburn

DATE: Thursday, September 4, 2025
LOCATION: Bannockburn, Otago Region, NZ

Event Description

Red Heavens in Bannockburn is a premier community event in Bannockburn. 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: 30/100
Expected Attendance: 100 people
Event ID: 6rFNV89b7Ny8JTW2Ri

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.
