

# Revitalisation Meet Up of the New Nelson Marlborough PNZ Branch

DATE: Thursday, September 18, 2025  
LOCATION: Richmond, Tasman Region, NZ

## Event Description

Revitalisation Meet Up of the New Nelson Marlborough PNZ Branch is a premier community event in Richmond. 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:** 7A5T27d3dZAJksQrtV

## 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.*