

# Road Snowfall

DATE: Monday, October 27, 2025  
LOCATION: Canterbury Region, NZ

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## Event Description

Road Snowfall is a premier severe-weather 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:** severe-weather

**Importance Rank:** 67/100

**Expected Attendance:** 10,000 people

**Event ID:** 33G8cQ26FmBqsSXvWk

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 4,000 across all properties

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

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