

# Round 10: January 11 — Manawatu Golf Club, Palmerston North

DATE: Saturday, January 10, 2026  
LOCATION: Palmerston North, Manawatu Region, NZ

## Event Description

Round 10: January 11 — Manawatu Golf Club, Palmerston North is a premier community event in Palmerston North. 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:** 26/100  
**Expected Attendance:** 60 people  
**Event ID:** ALky75aubJyjY6bYhV

## Hotel Demand Indicators

**ADR Impact Index:** 3.7x 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:** 24 across all properties

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