

Scargill Spring Show 114

DATE: Friday, September 12, 2025
LOCATION: Greta Valley, Canterbury Region, NZ

Event Description

Scargill Spring Show 114 is a premier community event in Greta Valley. 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: 28/100

Expected Attendance: 81 people

Event ID: 3ERciU2roZKma3uKuo

Hotel Demand Indicators

ADR Impact Index: 3.9x 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: 32 across all properties

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