

Schools MTB Fest Dig Day + Shuttles

DATE: Saturday, September 20, 2025

LOCATION: Palmerston North, Manawatū Ōvā Æv àui Region, NZ

Event Description

Schools MTB Fest Dig Day + Shuttles is a premier festivals 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: festivals

Importance Rank: 47/100

Expected Attendance: 714 people

Event ID: A4qJBGxjj7et83EK7c

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 286 across all properties

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