

# SHERWOOD PRESENTS: POTTERY CLUB

DATE: Wednesday, September 10, 2025  
LOCATION: Queenstown, Otago Region, NZ

## Event Description

SHERWOOD PRESENTS: POTTERY CLUB is a premier community event in Queenstown. 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:** 8T4gd37Chwt9jFRXhc

## 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.*