

Snow Jam. Bangin DJs, Fire Artists and more.

DATE: Saturday, September 13, 2025
LOCATION: Raurimu, Manawat ũv† æv àui Region, NZ

Event Description

Snow Jam. Bangin DJs, Fire Artists and more. is a premier performing-arts event in Raurimu. 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: performing-arts

Importance Rank: 47/100

Expected Attendance: 742 people

Event ID: GxJNG38nhAiBeZg3bN

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: 297 across all properties

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