

Sonic Waves NYE Music Festival 2025

DATE: Monday, December 29, 2025
LOCATION: Whangamat à Waikato Region, NZ

Event Description

Sonic Waves NYE Music Festival 2025 is a premier festivals event in Whangamat à 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: 715 people

Event ID: Czf8AMWQQwD3fPWx3U

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.