

# South Canterbury vs Thames Valley

DATE: Friday, August 22, 2025  
LOCATION: Timaru, Canterbury, NZ

## Event Description

South Canterbury vs Thames Valley is a premier sports event in Timaru. 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:** sports

**Importance Rank:** 69/100

**Expected Attendance:** 9,124 people

**Event ID:** DVr2rfw82Egid3dbth

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,650 across all properties

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