

South Waikato Spring Festival

DATE: Thursday, September 25, 2025
LOCATION: T · au, Waikato Region, NZ

Event Description

South Waikato Spring Festival is a premier festivals event in T · au. 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: 41/100

Expected Attendance: 360 people

Event ID: CCBPY2x7LMbJdJbfcP

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 144 across all properties

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

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