

Southland vs Tasman

DATE: Friday, September 26, 2025
LOCATION: Invercargill, Southland, NZ

Event Description

Southland vs Tasman is a premier sports event in Invercargill. 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: 9,360 people

Event ID: EbVvEX8Kj23YXS2XEN

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: 3,744 across all properties

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