

# Spring Merriment at the SLC

DATE: Friday, November 7, 2025  
LOCATION: Tairāhema Tasman Region, NZ

## Event Description

Spring Merriment at the SLC is a premier festivals event in Tairāhema. 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:** 48/100

**Expected Attendance:** 807 people

**Event ID:** CNCarzZHbJ6G3sDu9n

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 323 across all properties

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