

Spring Show and Flower Show

DATE: Friday, September 19, 2025
LOCATION: Palmerston, Otago Region, NZ

Event Description

Spring Show and Flower Show is a premier community event in Palmerston. 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: community

Importance Rank: 22/100

Expected Attendance: 39 people

Event ID: 6W47nPNpv5YrQB9a66

Hotel Demand Indicators

ADR Impact Index: 3.4x 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: 16 across all properties

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

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Document generated on 6/3/2026, 11:18:16 PM