

Sticky Johnson Primary School Champs Presented by Skullcandy

DATE: Friday, September 19, 2025
LOCATION: Gisborne, Gisborne Region, NZ

Event Description

Sticky Johnson Primary School Champs Presented by Skullcandy is a premier sports event in Gisborne. 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: 30/100

Expected Attendance: 100 people

Event ID: DNqebSP6roDHm24aJq

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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