

# SUMMER MUSIC FESTIVAL 2025

DATE: Friday, November 21, 2025  
LOCATION: Hamilton, Waikato Region, NZ

## Event Description

SUMMER MUSIC FESTIVAL 2025 is a premier festivals event in Hamilton. 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:** 46/100

**Expected Attendance:** 657 people

**Event ID:** FtRfUBjCsSiYC4sF5A

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 263 across all properties

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