

SwampFest 21: Stories from the Swamp

DATE: Wednesday, October 22, 2025

LOCATION: Palmerston North, Manawatū-āwhiā Region, NZ

Event Description

SwampFest 21: Stories from the Swamp is a premier festivals event in Palmerston North. 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: 35/100

Expected Attendance: 180 people

Event ID: 5fh5qmrKdjHSUXj3mv

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 72 across all properties

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