

Taranaki vs Wellington

DATE: Friday, September 26, 2025
LOCATION: New Plymouth, Taranaki, NZ

Event Description

Taranaki vs Wellington is a premier sports event in New Plymouth. 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: 70/100

Expected Attendance: 9,444 people

Event ID: AaH6VBQAWvfATJpd5d

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,778 across all properties

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