

# Tasman vs Auckland

DATE: Sunday, September 7, 2025

LOCATION: Nelson, Nelson, NZ

## Event Description

Tasman vs Auckland is a premier sports event in Nelson. 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:** 67/100

**Expected Attendance:** 7,311 people

**Event ID:** 4zAQ4T4dJQNNNhU9Ad

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,924 across all properties

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

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<https://becircadian.com/events/tasman-vs-auckland>

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