

The Roses | Dine Event at Silky Otter

DATE: Thursday, September 11, 2025
LOCATION: Queenstown, Otago Region, NZ

Event Description

The Roses | Dine Event at Silky Otter is a premier community event in Queenstown. 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: community

Importance Rank: 22/100

Expected Attendance: 42 people

Event ID: G8iYdpEAMhE4SQ2JzN

Hotel Demand Indicators

ADR Impact Index: 3.4x 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: 17 across all properties

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