

THE STUDIO HAMILTON - SWEET OR SOUR SHOWCASE

DATE: Saturday, October 18, 2025
LOCATION: Hamilton, Waikato Region, NZ

Event Description

THE STUDIO HAMILTON - SWEET OR SOUR SHOWCASE is a premier concerts 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: concerts

Importance Rank: 38/100

Expected Attendance: 242 people

Event ID: NqLAB6b69xus6zDKbm

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 97 across all properties

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