

The Valley Festival - Gibbston

DATE: Friday, January 23, 2026
LOCATION: Gibbston, Otago Region, NZ

Event Description

The Valley Festival - Gibbston is a premier festivals event in Gibbston. 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: 45/100

Expected Attendance: 565 people

Event ID: CTcE8ht69BTs62BSF5

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 226 across all properties

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

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