

Top of the South Film Festival Red Carpet Screening & Awards Night

DATE: Saturday, October 18, 2025
LOCATION: Blenheim, Marlborough Region, NZ

Event Description

Top of the South Film Festival Red Carpet Screening & Awards Night is a premier performing-arts event in Blenheim. 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: performing-arts
Importance Rank: 47/100
Expected Attendance: 704 people
Event ID: 3DxWWdZfaY6y3wA39t

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 282 across all properties

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