

Twilight Show Jump Training - Oxford Pony Club (2nd October 2025)

DATE: Wednesday, October 1, 2025
LOCATION: Starvation Hill, Canterbury Region, NZ

Event Description

Twilight Show Jump Training - Oxford Pony Club (2nd October 2025) is a premier community event in Starvation Hill. 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: 50/100
Expected Attendance: 10,000 people
Event ID: 3TttHWxHBPRD7eCwqq

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 4,000 across all properties

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