

WAIKATO 4WD EXPO

DATE: Friday, October 17, 2025
LOCATION: Matamata, Waikato Region, NZ

Event Description

WAIKATO 4WD EXPO is a premier expos event in Matamata. 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: expos

Importance Rank: 54/100

Expected Attendance: 1,571 people

Event ID: 8f86tihz8GsYWRJGww

Hotel Demand Indicators

ADR Impact Index: 6.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 628 across all properties

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