Wairarapa Music in The Country

DATE: Thursday, January 8, 2026
LOCATION: Featherston, Wellington Region, NZ

Event Description

Wairarapa Music in The Country is a premier festivals event in Featherston. 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: 46/100
Expected Attendance: 651 people
Event ID: AutgmQj4N4aGk5DFGd

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 260 across all properties

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