

WCRC's State of the Environment presentation - Hokitika

DATE: Wednesday, September 3, 2025
LOCATION: Hokitika, West Coast Region, NZ

Event Description

WCRC's State of the Environment presentation - Hokitika is a premier community event in Hokitika. 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: 30/100
Expected Attendance: 100 people
Event ID: 5e7CFmLKtuU69Gjaby

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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