

Weekly Screening: The Haunting

DATE: Sunday, October 12, 2025
LOCATION: Hamilton, Waikato Region, NZ

Event Description

Weekly Screening: The Haunting is a premier performing-arts event in Hamilton. 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: 46/100
Expected Attendance: 646 people
Event ID: Ad2qdyNR5CR5Lejn8Dm

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: 258 across all properties

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