

Winedogs, Luna Estate - Martinborough

DATE: Saturday, October 25, 2025
LOCATION: Martinborough, Wellington Region, NZ

Event Description

Winedogs, Luna Estate - Martinborough is a premier festivals event in Martinborough. 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: 47/100

Expected Attendance: 679 people

Event ID: 3zZuKxkTFHWnh86DVV

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 272 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/winedogs-luna-estate-martinborough>

Document generated on 6/4/2026, 4:26:29 AM