

# Winter Wellness Series #3

DATE: Tuesday, September 16, 2025  
LOCATION: Te Anau, Southland Region, NZ

---

## Event Description

Winter Wellness Series #3 is a premier community event in Te Anau. 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:** 36/100  
**Expected Attendance:** 200 people  
**Event ID:** EAvdZCa5W4MGoGc5sh

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 80 across all properties

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

---