

ZGC 1/2 Day Cheer Camp Holiday Programme

DATE: Monday, September 29, 2025
LOCATION: Palmerston North, Manawatū Region, NZ

Event Description

ZGC 1/2 Day Cheer Camp Holiday Programme is a premier community event in Palmerston North. 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: 43/100

Expected Attendance: 443 people

Event ID: CG6nM4YViZnRBR6gUs

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 177 across all properties

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