

Ø<β"Ø<β¶ The Door: A Unique Art/Music Experience -step into creativity

DATE: Friday, September 12, 2025
LOCATION: Swannanoa, Canterbury Region, NZ

Event Description

Ø<β"Ø<β¶ The Door: A Unique Art/Music Experience -step into creativity is a premier expos event in Swannanoa. 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: expos

Importance Rank: 60/100

Expected Attendance: 3,006 people

Event ID: 3nDVDMSfjztZ7W3FSK

Hotel Demand Indicators

ADR Impact Index: 6.6x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,202 across all properties

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