

# Art Exhibition Debra Thompson "The Bold and The Beautiful"

DATE: Thursday, October 2, 2025  
LOCATION: Napier, Hawke's Bay Region, NZ

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## Event Description

Art Exhibition Debra Thompson "The Bold and The Beautiful" is a premier expos event in Napier. 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:** 45/100

**Expected Attendance:** 534 people

**Event ID:** cm5U2T78i7F8PBMzfe

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 214 across all properties

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

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