

# Art Trail Manawatū

DATE: Friday, October 17, 2025  
LOCATION: Te Papa-i-Oea, Manawatū Ōvī æv àui, NZ

## Event Description

Art Trail Manawatū is a premier expos event in Te Papa-i-Oea. 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:** 49/100

**Expected Attendance:** 847 people

**Event ID:** 4TWcH2VLWsgYmhc4Lj

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 339 across all properties

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