

ARtful Mind 2025 - Collaborative Alzheimer's Exhibition

DATE: Monday, September 29, 2025
LOCATION: Tauranga, Bay of Plenty Region, NZ

Event Description

ARtful Mind 2025 - Collaborative Alzheimer's Exhibition is a premier expos event in Tauranga. 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: 55/100

Expected Attendance: 1,754 people

Event ID: AwBc8Phu63fb9G3CNF

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 702 across all properties

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