

At Home in Aotearoa – Community Celebration

DATE: Friday, November 7, 2025
LOCATION: New Plymouth, Taranaki Region, NZ

Event Description

At Home in Aotearoa – Community Celebration is a premier expos event in New Plymouth. 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: 51/100

Expected Attendance: 1,073 people

Event ID: 5byiKLDU2Ri4A6Hqun

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 429 across all properties

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

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