

BA5 at Entice Cafe & Catering and Aratoi Wairarapa Museum of Art & History

DATE: Wednesday, August 27, 2025
LOCATION: Masterton, Wellington Region, NZ

Event Description

BA5 at Entice Cafe & Catering and Aratoi Wairarapa Museum of Art & History is a premier expos event in Masterton. 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: 44/100

Expected Attendance: 497 people

Event ID: B5pVUyqaQbxsCfidAn

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 199 across all properties

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