

Be the first to explore Arvida Lincoln Plains at SWELL Expo

DATE: Monday, October 13, 2025
LOCATION: Rolleston, Canterbury Region, NZ

Event Description

Be the first to explore Arvida Lincoln Plains at SWELL Expo is a premier expos event in Rolleston. 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: 916 people

Event ID: siGKv3FMUtSbcuiSuW

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: 366 across all properties

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