

BERNINA Demo & Workshop Days Blenheim

DATE: Thursday, August 21, 2025
LOCATION: Blenheim, Marlborough Region, NZ

Event Description

BERNINA Demo & Workshop Days Blenheim is a premier expos event in Blenheim. 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: 1,712 people

Event ID: HLwHAEhDdHMir4qFAU

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: 685 across all properties

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