

BERNINA Demo & Workshop Days Richmond

DATE: Monday, August 18, 2025
LOCATION: Appleby, Tasman Region, NZ

Event Description

BERNINA Demo & Workshop Days Richmond is a premier expos event in Appleby. 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: 53/100

Expected Attendance: 1,454 people

Event ID: SW5RZXgGLgYH5zHc5n

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 582 across all properties

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