

&jBowieTown Featherston - enter the Bowie Universe

DATE: Thursday, September 25, 2025
LOCATION: Featherston, Wellington Region, NZ

Event Description

&jBowieTown Featherston - enter the Bowie Universe is a premier expos event in Featherston. 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: 58/100

Expected Attendance: 2,550 people

Event ID: EkvFcNGToFxqSjR5Hy

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,020 across all properties

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

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