

# Employment & Careers Expo 2025

DATE: Tuesday, October 28, 2025

LOCATION: Palmerston North, Manawatū-Ūnui Region, NZ

## Event Description

Employment & Careers Expo 2025 is a premier expos event in Palmerston North. 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:** 46/100

**Expected Attendance:** 621 people

**Event ID:** AwH8kc2AzdXoPU6Xox

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 248 across all properties

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