

Exhibition Opening - Hazel Smith - Sanctifying the Fog

DATE: Friday, September 26, 2025
LOCATION: Lawrence, Otago Region, NZ

Event Description

Exhibition Opening - Hazel Smith - Sanctifying the Fog is a premier expos event in Lawrence. 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: 44/100

Expected Attendance: 530 people

Event ID: FxfstCYifiq94zK4jR

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 212 across all properties

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