Exhibition Opening - KUMI MOE HELIAKI- Blackened Tapa and Metaphor

DATE: Friday, October 17, 2025
LOCATION: Timaru, Canterbury Region, NZ

Event Description

Exhibition Opening - KUMI MOE HELIAKI- Blackened Tapa and Metaphor is a premier expos event in Timaru. 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: 49/100
Expected Attendance: 920 people
Event ID: 9XqK3Pk3Zv9o7CwhPZ

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 368 across all properties

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