

Exhibition Opening with Natalia K Parra-Sierra

DATE: Friday, September 5, 2025
LOCATION: Lower Hutt, Wellington Region, NZ

Event Description

Exhibition Opening with Natalia K Parra-Sierra is a premier expos event in Lower Hutt. 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: 54/100

Expected Attendance: 1,563 people

Event ID: 7MPhBVrwrGMT9m4RK5

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 625 across all properties

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