

# Glow Up For Good - Fundraiser for Fernridge School

DATE: Saturday, October 11, 2025  
LOCATION: Masterton, Wellington Region, NZ

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## Event Description

Glow Up For Good - Fundraiser for Fernridge School is a premier expos event in Masterton. 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:** 51/100

**Expected Attendance:** 1,151 people

**Event ID:** AdMrz8JcXS3EgkUvUZ

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 460 across all properties

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