

Hobby Ex 2025 - In association with the Scale Models Expo & IPMS Nationals

DATE: Friday, October 17, 2025
LOCATION: Upper Hutt, Wellington, NZ

Event Description

Hobby Ex 2025 - In association with the Scale Models Expo & IPMS Nationals is a premier expos event in Upper 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: 60/100
Expected Attendance: 2,997 people
Event ID: HrgvwUQERcxdwx7R7E

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,199 across all properties

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