

# Indigo: Floor Talk / Panel Discussion

DATE: Friday, August 22, 2025  
LOCATION: Invercargill, Southland Region, NZ

---

## Event Description

Indigo: Floor Talk / Panel Discussion is a premier expos event in Invercargill. 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:** 47/100

**Expected Attendance:** 740 people

**Event ID:** 99ay5bh5ihDAfqrUrW

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 296 across all properties

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