

It's A Family Affair Exhibition : Opening Day

DATE: Saturday, September 6, 2025
LOCATION: Hāpera, Taranaki Region, NZ

Event Description

It's A Family Affair Exhibition : Opening Day is a premier expos event in Hāpera. 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: 1,139 people

Event ID: 9Lm6x52jzQMFj7bJY2

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: 456 across all properties

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