

Journey of Colorful Dreams. Art exhibition

DATE: Thursday, October 16, 2025
LOCATION: Rotorua, Bay of Plenty Region, NZ

Event Description

Journey of Colorful Dreams. Art exhibition is a premier expos event in Rotorua. 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: 49/100

Expected Attendance: 879 people

Event ID: GY2KoR3JiMr3JUAXVJ

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 352 across all properties

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