

Made to bloom, exhibition by Josefine Gronkrans

DATE: Monday, October 13, 2025
LOCATION: Wellington, Wellington Region, NZ

Event Description

Made to bloom, exhibition by Josefine Gronkrans is a premier expos event in Wellington. 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: 54/100

Expected Attendance: 1,587 people

Event ID: BpZJjMVnz4mGSDe28e

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 635 across all properties

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