

# Massey textiles presents a print exploration of ÇF & 'Öv-ÇFöà

DATE: Wednesday, October 15, 2025  
LOCATION: Wellington, Wellington Region, NZ

## Event Description

Massey textiles presents a print exploration of ÇF i-Wilton 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:** 52/100

**Expected Attendance:** 1,218 people

**Event ID:** 5TZPrapUYiZQCWAggi

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 487 across all properties

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