

Massey University Information Evening - Palmerston North campus

DATE: Thursday, October 30, 2025
LOCATION: Palmerston North, Manawatu-Wanganui, NZ

Event Description

Massey University Information Evening - Palmerston North campus is a premier conferences event in Palmerston North. 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: conferences
Importance Rank: 26/100
Expected Attendance: 62 people
Event ID: D273wXJ9QWZCb6Ns6W

Hotel Demand Indicators

ADR Impact Index: 3.7x 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: 25 across all properties

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