

# Matamata Lions Bra Art Exhibition

DATE: Wednesday, October 1, 2025  
LOCATION: Matamata, Waikato Region, NZ

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## Event Description

Matamata Lions Bra Art Exhibition is a premier expos event in Matamata. 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:** 55/100

**Expected Attendance:** 1,718 people

**Event ID:** 8ckghTFYTQ3waEf4U6

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x 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:** 687 across all properties

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

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