

# Medieval Masterpieces: The Dunedin Books of Hours - a talk by Professor Simone Celine Marshall

DATE: Wednesday, November 5, 2025  
LOCATION: Dunedin, Otago Region, NZ

## Event Description

Medieval Masterpieces: The Dunedin Books of Hours - a talk by Professor Simone Celine Marshall is a premier expos event in Dunedin. 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:** 1,635 people

**Event ID:** CtfW8hC8D7LhHUrkLf

## 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:** 654 across all properties

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