

Off The Wall - An Exhibition of Wallpapers at Old Government Buildings

DATE: Sunday, October 19, 2025
LOCATION: Wellington, Wellington Region, NZ

Event Description

Off The Wall - An Exhibition of Wallpapers at Old Government Buildings 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: 48/100
Expected Attendance: 841 people
Event ID: 6KdCT54DwhCdMUDgyM

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 336 across all properties

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