

Opening Day: Messengers Artists' Talk

DATE: Friday, August 15, 2025
LOCATION: Wellington, Wellington Region, NZ

Event Description

Opening Day: Messengers Artists' Talk 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: 57/100

Expected Attendance: 2,161 people

Event ID: CwSfnWD3PtskMvxwbq

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 864 across all properties

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

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