

Opening | Dearly Beloved: 100 Years of the Wedding Dress

DATE: Friday, December 12, 2025
LOCATION: Ashburton, Canterbury Region, NZ

Event Description

Opening | Dearly Beloved: 100 Years of the Wedding Dress is a premier expos event in Ashburton. 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: 45/100

Expected Attendance: 592 people

Event ID: DZLVRgnkswD9yHEB3t

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 237 across all properties

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