

PENINSULA ART AUCTION

DATE: Friday, October 31, 2025
LOCATION: Lyttelton, Canterbury Region, NZ

Event Description

PENINSULA ART AUCTION is a premier expos event in Lyttelton. 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: 1,839 people

Event ID: 8NmBWLags7YKMmAzga

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: 736 across all properties

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