

Pressed by The Sea Exhibition – David Henderson Printmaker

DATE: Friday, September 26, 2025
LOCATION: Tauranga, Bay of Plenty Region, NZ

Event Description

Pressed by The Sea Exhibition – David Henderson Printmaker is a premier expos event in Tauranga. 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: 1,864 people

Event ID: FH56BHqcqeXx5Jx7DV

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: 746 across all properties

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