

PREVIEW NIGHT - Light in the Square Art Expo

DATE: Thursday, October 16, 2025
LOCATION: Palmerston North, Manawatū Region, NZ

Event Description

PREVIEW NIGHT - Light in the Square Art Expo is a premier expos event in Palmerston North. 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: 809 people
Event ID: 8C7eaVXMmn7HXERadv

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: 324 across all properties

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