

# Preview: The Digital Dilemma exhibition, Brad Novak

DATE: Saturday, October 18, 2025  
LOCATION: Picton, Marlborough Region, NZ

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## Event Description

Preview: The Digital Dilemma exhibition, Brad Novak is a premier expos event in Picton. 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:** 53/100  
**Expected Attendance:** 1,479 people  
**Event ID:** 4rvCgrdRVA7fAXe6X7

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x 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:** 592 across all properties

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

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