

SECOND NATURE - Thomas Lord

DATE: Sunday, September 14, 2025
LOCATION: Dunedin, Otago Region, NZ

Event Description

SECOND NATURE - Thomas Lord is a premier expos event in Dunedin. 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: 544 people

Event ID: 8fVDPSoPfbVKogBSEB

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: 218 across all properties

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