

Shutter Room SGM and AGM

DATE: Friday, August 22, 2025
LOCATION: Whang & V'À æ÷ thland Region, NZ

Event Description

Shutter Room SGM and AGM is a premier expos event in Whang & V'À 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: 1,791 people

Event ID: EMt2b46ARX8iTwbZX8

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: 716 across all properties

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

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