

# SWELL Seniors' Lifestyle Expo

DATE: Monday, October 13, 2025  
LOCATION: Rolleston, Canterbury Region, NZ

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## Event Description

SWELL Seniors' Lifestyle Expo is a premier expos event in Rolleston. 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:** 43/100

**Expected Attendance:** 441 people

**Event ID:** 6m5c4ECeUQdZzrx4Ht

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 176 across all properties

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

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Document generated on 6/4/2026, 8:30:54 AM