

# Taura: Drop-in workshop

DATE: Saturday, October 18, 2025

LOCATION: Palmerston North, Manawatū-Ūwhārei Region, NZ

## Event Description

Taura: Drop-in workshop 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:** 52/100

**Expected Attendance:** 1,286 people

**Event ID:** BPw8p6NmYkrEqvBmyA

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 514 across all properties

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