

The 200 Show 2025 OPENING

DATE: Friday, December 12, 2025
LOCATION: Rotorua, Bay of Plenty Region, NZ

Event Description

The 200 Show 2025 OPENING is a premier expos event in Rotorua. 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: 47/100

Expected Attendance: 709 people

Event ID: P8cfUJcS3BJw2ex6Wk

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 284 across all properties

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