

The Alphabet Project — Te Arap ² Ñ ori

DATE: Saturday, September 6, 2025
LOCATION: Whanganui, Manawat ²Öv† æv àui Region, NZ

Event Description

The Alphabet Project — Te Arap ° M ÷ i is a premier expos event in Whanganui. 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: 1,277 people

Event ID: 4hDRP6TFFPNkTqscaC

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: 511 across all properties

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