

The Extravaganza Fair - Nelson

DATE: Friday, September 26, 2025
LOCATION: Richmond, Tasman Region, NZ

Event Description

The Extravaganza Fair - Nelson is a premier festivals event in Richmond. 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: festivals

Importance Rank: 43/100

Expected Attendance: 447 people

Event ID: HREpD9N29a8rtVeHXt

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: 179 across all properties

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

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