

# THE YARD - LIVE MUSIC & ART EXHIBITION GIZZY

DATE: Friday, October 31, 2025  
LOCATION: Gisborne, Gisborne Region, NZ

## Event Description

THE YARD - LIVE MUSIC & ART EXHIBITION GIZZY is a premier expos event in Gisborne. 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:** 49/100

**Expected Attendance:** 878 people

**Event ID:** mnNrGiEBrEeUE9rv5W

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 351 across all properties

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