

# Thirst for knowledge: Precisely-tuned M ÷&' genomics. He K ¶ æó The Aotearoa Variome Project

DATE: Monday, September 29, 2025  
LOCATION: Dunedin, Otago Region, NZ

## Event Description

Thirst for knowledge: Precisely-tuned M ÷ i genomics. He K ¶ æó The Aotearoa Variome Project is a premier community event in Dunedin. 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:** community

**Importance Rank:** 23/100

**Expected Attendance:** 46 people

**Event ID:** E7bjLaFp5zW7tkk3pe

## Hotel Demand Indicators

**ADR Impact Index:** 3.5x 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:** 18 across all properties

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