

Toi Art Saturdays: String Games

DATE: Friday, August 29, 2025
LOCATION: Wellington, Wellington Region, NZ

Event Description

Toi Art Saturdays: String Games is a premier expos event in Wellington. 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: 53/100

Expected Attendance: 1,340 people

Event ID: GLL67tN5YfSzd3dZhs

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 536 across all properties

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