

Whanganui Potters Studio 50th Anniversary

DATE: Wednesday, September 24, 2025
LOCATION: Whanganui, Manawatū Ōvāi Region, NZ

Event Description

Whanganui Potters Studio 50th Anniversary 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: 60/100

Expected Attendance: 3,201 people

Event ID: EpeNcTUzhzJafGRTYF

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,280 across all properties

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