

Wildlife Soft Sculpture Workshop (1 of 2)

DATE: Thursday, September 25, 2025
LOCATION: Gisborne, Gisborne Region, NZ

Event Description

Wildlife Soft Sculpture Workshop (1 of 2) 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: 50/100

Expected Attendance: 992 people

Event ID: BKqsyjtLp4bGTr9Y8f

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 397 across all properties

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