

# Behind the Uniform: PTSD, Recovery, and the Road to Resilience

DATE: Wednesday, November 19, 2025  
LOCATION: Kerikeri, Northland, NZ

---

## Event Description

Behind the Uniform: PTSD, Recovery, and the Road to Resilience is a premier conferences event in Kerikeri. 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:** conferences

**Importance Rank:** 26/100

**Expected Attendance:** 62 people

**Event ID:** CSMnzL2xZ65xV3VxH3

## Hotel Demand Indicators

**ADR Impact Index:** 3.7x 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:** 25 across all properties

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