

# Dying Matters Week 2025

DATE: Sunday, August 31, 2025  
LOCATION: Paraparaumu, Wellington, NZ

---

## Event Description

Dying Matters Week 2025 is a premier expos event in Paraparaumu. 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:** 52/100

**Expected Attendance:** 1,194 people

**Event ID:** De765dSBT3nKWG6BPM

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 478 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/dying-matters-week-2025>

Document generated on 6/3/2026, 9:56:50 PM