

# Fire in built environment - Oceania - New Zealand

DATE: Sunday, October 12, 2025  
LOCATION: Rakaia, Canterbury Region, NZ

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## Event Description

Fire in built environment - Oceania - New Zealand is a premier disasters event in Rakaia. 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:** disasters  
**Importance Rank:** 21/100  
**Expected Attendance:** 10,000 people  
**Event ID:** 59roNF5uwcs5rs3mGq

## Hotel Demand Indicators

**ADR Impact Index:** 3.3x baseline (varies by property tier & location)  
**Occupancy Impact:** +61 percentage points over baseline  
**Booking Lead Time:** Demand begins 30 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 4,000 across all properties

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

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