

# HBRW 2025 - Mori Millionaire

DATE: Friday, October 10, 2025  
LOCATION: Hastings, Hawke's Bay, NZ

## Event Description

HBRW 2025 - Mori Millionaire is a premier conferences event in Hastings. 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:** 50/100

**Expected Attendance:** 10,000 people

**Event ID:** B9c2suUb9HTBtY7DdV

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 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.*