

# Lupe I Vao Ese: Measina at home with Edith Amituanai

DATE: Friday, September 19, 2025  
LOCATION: Auckland, Auckland, NZ

## Event Description

Lupe I Vao Ese: Measina at home with Edith Amituanai is a premier expos event in Auckland. 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:** 58/100

**Expected Attendance:** 2,453 people

**Event ID:** iJUitSZxTNNP4BMAE7

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 981 across all properties

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