

# Mana Whenua, Mana Taonga: Artists as Kaitiaki

DATE: Friday, September 5, 2025  
LOCATION: New Plymouth, Taranaki Region, NZ

## Event Description

Mana Whenua, Mana Taonga: Artists as Kaitiaki is a premier expos event in New Plymouth. 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:** 50/100

**Expected Attendance:** 969 people

**Event ID:** 8NkB7aaiDyqA3rHopS

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 388 across all properties

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