

# MANAAKI ORA W ä ät ...v† æv &V'' M ÷&' 7V-6-FR &Pvention

DATE: Monday, August 25, 2025  
LOCATION: Glenbervie, Northland Region, NZ

## Event Description

MANAAKI ORA W ä ät (Whangarei): M ÷ i Suicide Prevention is a premier conferences event in Glenbervie. 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:** 36/100

**Expected Attendance:** 205 people

**Event ID:** BQFvyKvfevQktXqL3G

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 82 across all properties

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