

# Maoli | Island Vibe Aotearoa Tour | Wellington

DATE: Wednesday, January 7, 2026  
LOCATION: Wellington, Wellington Region, NZ

## Event Description

Maoli | Island Vibe Aotearoa Tour | Wellington is a premier festivals event in Wellington. 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:** festivals

**Importance Rank:** 47/100

**Expected Attendance:** 711 people

**Event ID:** 3X2aR7unCLyNrLRCKT

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 284 across all properties

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