

# Maul's Land - Films Made in Aotearoa by Mumu (Will) Moore

DATE: Tuesday, September 23, 2025  
LOCATION: Christchurch, Canterbury Region, NZ

## Event Description

Maul's Land - Films Made in Aotearoa by Mumu (Will) Moore is a premier performing-arts event in Christchurch. 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:** performing-arts  
**Importance Rank:** 46/100  
**Expected Attendance:** 628 people  
**Event ID:** BvdECLYxJTGUQeQzc5

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 251 across all properties

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