

# Northland vs Wellington

DATE: Thursday, September 11, 2025  
LOCATION: Whangarei, Northland, NZ

## Event Description

Northland vs Wellington is a premier sports event in Whangarei. 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:** sports

**Importance Rank:** 72/100

**Expected Attendance:** 12,807 people

**Event ID:** 9PgW6V548F9AAqm9nP

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 5,123 across all properties

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