

# Piki Ora Wairarapa, Diabetes Education Night

DATE: Tuesday, August 26, 2025  
LOCATION: Masterton, Wellington Region, NZ

## Event Description

Piki Ora Wairarapa, Diabetes Education Night is a premier community event in Masterton. 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:** community

**Importance Rank:** 25/100

**Expected Attendance:** 56 people

**Event ID:** 5gbeNCnmdhKjP5yQP8

## Hotel Demand Indicators

**ADR Impact Index:** 3.6x 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:** 22 across all properties

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