

Shai Hulud Aotearoa 2026 - Wellington

DATE: Tuesday, January 13, 2026
LOCATION: Wellington, Wellington Region, NZ

Event Description

Shai Hulud Aotearoa 2026 - 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: 38/100

Expected Attendance: 265 people

Event ID: 5eqyyquUd7fZLKwW6d

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 106 across all properties

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