

# TE KANIKANI O TE TAIAO W ä ät â

## move as if the land is leading

DATE: Thursday, September 18, 2025  
LOCATION: Paek ± riki, Wellington Region, NZ

### Event Description

TE KANIKANI O TE TAIAO W ä ät ~ move as if the land is leading is a premier community event in Paek ± riki. 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:** 30/100

**Expected Attendance:** 100 people

**Event ID:** 3bjAPDXp3yNdugtLk

### Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 40 across all properties

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