

# Te Wiki o te Reo Māori & B Te Herenga Māori Whānui

DATE: Wednesday, September 17, 2025  
LOCATION: Auckland, Auckland, NZ

## Event Description

Te Wiki o te Reo Māori at Te Herenga Māori Whānui is a premier concerts event in Auckland. 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:** concerts

**Importance Rank:** 54/100

**Expected Attendance:** 1,587 people

**Event ID:** hdfHGcEP8TavwU8TQf

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 635 across all properties

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