

Ukraine's Independence Day Celebration

DATE: Friday, August 22, 2025
LOCATION: Wellington, Wellington Region, NZ

Event Description

Ukraine's Independence Day Celebration is a premier expos 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: expos
Importance Rank: 53/100
Expected Attendance: 1,482 people
Event ID: Bu5vVNJM6BkPCEvSc4

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 593 across all properties

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