

# Wellington Firebirds vs Canterbury Kings

DATE: Wednesday, October 29, 2025  
LOCATION: Wellington, Wellington, NZ

## Event Description

Wellington Firebirds vs Canterbury Kings is a premier sports 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:** sports

**Importance Rank:** 72/100

**Expected Attendance:** 13,000 people

**Event ID:** A8CmwA8rM2tGw4nXYC

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 5,200 across all properties

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