

# Whakapapa Adaptive Festival

DATE: Wednesday, September 24, 2025  
LOCATION: Waiouru Military Area, Manawatū Region, NZ

## Event Description

Whakapapa Adaptive Festival is a premier festivals event in Waiouru Military Area. 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:** 37/100

**Expected Attendance:** 220 people

**Event ID:** FScWewFkYQjJC8QFv5

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 88 across all properties

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