

# Where Earth Meets Elegance: Terra X The Landing

DATE: Tuesday, September 30, 2025  
LOCATION: Paihia, Northland Region, NZ

## Event Description

Where Earth Meets Elegance: Terra X The Landing is a premier community event in Paihia. 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:** 22/100

**Expected Attendance:** 42 people

**Event ID:** 4kJsKD4pC2nEMrK2G4

## Hotel Demand Indicators

**ADR Impact Index:** 3.4x 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:** 17 across all properties

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