+Pþ RUCKUS: work in progress showings! +P

DATE: Thursday, August 21, 2025
LOCATION: Wellington, Wellington Region, NZ

Event Description

+Pþ RUCKUS: work in progress showings! +Pþ is a premier community 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: community
Importance Rank: 32/100
Expected Attendance: 127 people
Event ID: a3jtijytJAeBHvaPRh

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 51 across all properties

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