

# 90-Day Business Planning Workshop

DATE: Tuesday, September 23, 2025  
LOCATION: Lower Hutt, Wellington Region, NZ

---

## Event Description

90-Day Business Planning Workshop is a premier community event in Lower Hutt. 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:** 30/100

**Expected Attendance:** 100 people

**Event ID:** 6C3ZLq4wVpEpJCAB5y

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 40 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/90-day-business-planning-workshop>

Document generated on 6/4/2026, 12:35:35 AM