

Brew Year's Eve!

DATE: Tuesday, December 30, 2025
LOCATION: Upper Hutt, Wellington Region, NZ

Event Description

Brew Year's Eve! is a premier festivals event in Upper 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: festivals

Importance Rank: 47/100

Expected Attendance: 742 people

Event ID: DTvyk6yPPqBxPAsKhZ

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 297 across all properties

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