

# 'Ernest Rutherford & the Birth of MODERN PHYSICS' Matthew Wright in conversation w/ Dacia Herbulock

DATE: Wednesday, October 8, 2025  
LOCATION: Lower Hutt, Wellington Region, NZ

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## Event Description

'Ernest Rutherford & the Birth of MODERN PHYSICS' Matthew Wright in conversation w/ Dacia Herbulock 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:** 32/100  
**Expected Attendance:** 132 people  
**Event ID:** FkZ5kKVvdMF58pPwk5

## 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:** 53 across all properties

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

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