

Funky Fridays Vol.7 - Not My Sister, Libbi K, Ben-Jammin

DATE: Friday, September 12, 2025
LOCATION: Wellington, Wellington Region, NZ

Event Description

Funky Fridays Vol.7 - Not My Sister, Libbi K, Ben-Jammin is a premier festivals 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: festivals
Importance Rank: 44/100
Expected Attendance: 484 people
Event ID: 6E2Ko9umokrjprtkkC

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 194 across all properties

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