

Glow in the Dark Light Party

DATE: Friday, October 31, 2025
LOCATION: Lower Hutt, Wellington Region, NZ

Event Description

Glow in the Dark Light Party is a premier festivals 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: festivals

Importance Rank: 40/100

Expected Attendance: 330 people

Event ID: 7M4Q2EzPhqafyA4hWJ

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 132 across all properties

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

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<https://becircadian.com/events/glow-in-the-dark-light-party>

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