

# How To Fringe - Artists Q and A

DATE: Monday, August 25, 2025  
LOCATION: Wellington, Wellington Region, NZ

---

## Event Description

How To Fringe - Artists Q and A 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:** 34/100

**Expected Attendance:** 163 people

**Event ID:** Cx5vGkEvKUJ5rmZFDe

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 65 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/how-to-fringe-artists-q-and-a>

Document generated on 6/4/2026, 6:44:45 AM