

Hutt Gorge Festival Packraft Float

DATE: Thursday, October 2, 2025
LOCATION: Wellington Region, NZ

Event Description

Hutt Gorge Festival Packraft Float is a premier festivals event in the region. 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: 58/100

Expected Attendance: 2,617 people

Event ID: 4HHzarXH9umpu6H98F

Hotel Demand Indicators

ADR Impact Index: 6.4x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,047 across all properties

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