

# Inaugural Professorial Lecture - Professor Kirsten Robertson

DATE: Tuesday, October 7, 2025  
LOCATION: Dunedin, Otago Region, NZ

## Event Description

Inaugural Professorial Lecture - Professor Kirsten Robertson is a premier community event in Dunedin. 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:** 24/100

**Expected Attendance:** 49 people

**Event ID:** Fy29Pnmg64VFQNGxfk

## Hotel Demand Indicators

**ADR Impact Index:** 3.5x 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:** 20 across all properties

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