

Kingston Calling presents UB40 with Ali Campbell - Wellington

DATE: Wednesday, February 11, 2026
LOCATION: Wellington, Wellington Region, NZ

Event Description

Kingston Calling presents UB40 with Ali Campbell - Wellington 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: 46/100
Expected Attendance: 612 people
Event ID: APV3RtQPpyACzS4oex

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 245 across all properties

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