

# Living In Colour 2025 - Hutt Valley Pride Event

DATE: Friday, September 19, 2025  
LOCATION: Lower Hutt, Wellington Region, NZ

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## Event Description

Living In Colour 2025 - Hutt Valley Pride Event is a premier community 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:** community

**Importance Rank:** 32/100

**Expected Attendance:** 125 people

**Event ID:** B5cSZaAQwJB2DvAkPA

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 50 across all properties

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

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