

Lord Rochester - Scotland's Greatest Rock And Roll Band

DATE: Wednesday, October 15, 2025
LOCATION: Lower Hutt, Wellington Region, NZ

Event Description

Lord Rochester - Scotland's Greatest Rock And Roll Band is a premier performing-arts 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: performing-arts
Importance Rank: 44/100
Expected Attendance: 486 people
Event ID: F5YuzEm6FHPaoqrgHg

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 194 across all properties

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