

Lower Hutt Art Trail at TLC (Stop #10)

DATE: Friday, October 17, 2025
LOCATION: Lower Hutt, Wellington Region, NZ

Event Description

Lower Hutt Art Trail at TLC (Stop #10) is a premier expos 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: expos

Importance Rank: 57/100

Expected Attendance: 2,133 people

Event ID: pYRJHmuwzX7Amssc8w

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 853 across all properties

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

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