

# LUSH Beltane Celebration

DATE: Thursday, October 30, 2025  
LOCATION: Dunedin, Otago Region, NZ

## Event Description

LUSH Beltane Celebration is a premier festivals 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:** festivals

**Importance Rank:** 45/100

**Expected Attendance:** 564 people

**Event ID:** 6Yo2Y4VZu6kecpK2dr

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 226 across all properties

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