

marlin's dreaming

DATE: Thursday, January 15, 2026
LOCATION: Lyttelton, Canterbury Region, NZ

Event Description

marlin's dreaming is a premier concerts event in Lyttelton. 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: concerts
Importance Rank: 40/100
Expected Attendance: 315 people
Event ID: CDTi9Qu2NVi7C5CMCY

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 126 across all properties

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