

Money for Old Rope

DATE: Thursday, October 30, 2025
LOCATION: Lower Hutt, Wellington Region, NZ

Event Description

Money for Old Rope 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: 45/100
Expected Attendance: 559 people
Event ID: GGADYQVMjArMRpiuS3

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: 224 across all properties

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