

Mostly Music Soundscape Series | Michelle Velvin

DATE: Friday, August 29, 2025
LOCATION: Paraparaumu Beach, Wellington Region, NZ

Event Description

Mostly Music Soundscape Series | Michelle Velvin is a premier festivals event in Paraparaumu Beach. 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: 35/100

Expected Attendance: 185 people

Event ID: ChJDnMinLCfgNqgNFE

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 74 across all properties

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