

SOUTH BORDER: Live in Wellington

“Down Under Australia and New Zealand Tour

DATE: Friday, September 12, 2025
LOCATION: Lower Hutt, Wellington Region, NZ

Event Description

SOUTH BORDER: Live in Wellington “Down Under Australia and New Zealand Tour is a premier concerts 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: concerts
Importance Rank: 38/100
Expected Attendance: 253 people
Event ID: 6ws6dsXH6MpAR2DxJn

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 101 across all properties

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