

# Tawa Thursdays with Coneheads Gymkhana

DATE: Wednesday, August 27, 2025  
LOCATION: Wellington, Wellington Region, NZ

## Event Description

Tawa Thursdays with Coneheads Gymkhana is a premier community event in Wellington. 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:** community

**Importance Rank:** 30/100

**Expected Attendance:** 96 people

**Event ID:** EvHzB6uqyDPNRSdjKY

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 38 across all properties

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