

The Cattlestops

DATE: Friday, September 5, 2025
LOCATION: Lower Hutt, Wellington Region, NZ

Event Description

The Cattlestops 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: 40/100
Expected Attendance: 319 people
Event ID: kVw6WVQ7vU7HGoXEih

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: 128 across all properties

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