

The Wedding Singer - The Musical

DATE: Tuesday, September 30, 2025
LOCATION: Lower Hutt, Wellington Region, NZ

Event Description

The Wedding Singer - The Musical 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: 46/100

Expected Attendance: 602 people

Event ID: h2wTYJNcfTM2oEuSeE

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 241 across all properties

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

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