

# Thirsty Thursdays @Shady Lady

DATE: Wednesday, August 13, 2025  
LOCATION: Wellington, Wellington Region, NZ

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## Event Description

Thirsty Thursdays @Shady Lady 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:** 22/100

**Expected Attendance:** 38 people

**Event ID:** ES5HGjGme48zbLFGAC

## Hotel Demand Indicators

**ADR Impact Index:** 3.4x 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:** 15 across all properties

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

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