

# World Premiere / Slumber Party

DATE: Thursday, February 5, 2026  
LOCATION: Lower Hutt, Wellington Region, NZ

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## Event Description

World Premiere / Slumber Party is a premier festivals 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:** festivals

**Importance Rank:** 57/100

**Expected Attendance:** 2,264 people

**Event ID:** CQYQTbchmNbQGTfvmV

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 906 across all properties

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

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<https://becircadian.com/events/world-premiere-slumber-party>

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