

# ZUMBA HAPPY WITH JUSTINE 5TH BIRTHDAY

DATE: Monday, September 29, 2025  
LOCATION: Lincoln, Canterbury Region, NZ

## Event Description

ZUMBA HAPPY WITH JUSTINE 5TH BIRTHDAY is a premier community event in Lincoln. 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:** 42 people

**Event ID:** J42gajg3ADxAmikcs3

## 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:** 17 across all properties

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