

Afterglow 2026

DATE: Friday, January 23, 2026
LOCATION: Great Barrier Island / Aotea, Auckland, NZ

Event Description

Afterglow 2026 is a premier festivals event in Great Barrier Island / Aotea. 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: 43/100

Expected Attendance: 461 people

Event ID: 6DWpkTjN9CnGkfqqNA

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 184 across all properties

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