

ASA Open Game (Albany 20th Sept 0900 - 1530)

DATE: Friday, September 19, 2025
LOCATION: Auckland, NZ

Event Description

ASA Open Game (Albany 20th Sept 0900 - 1530) is a premier sports event in the region. 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: sports

Importance Rank: 30/100

Expected Attendance: 100 people

Event ID: F8pyWQF33SXLVTfSVD

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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