

Auckland Folk Festival 2026

DATE: Thursday, January 22, 2026
LOCATION: Kume ²Å uckland, NZ

Event Description

Auckland Folk Festival 2026 is a premier festivals event in Kume ²à 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: 40/100

Expected Attendance: 310 people

Event ID: FXuwTaPeqkMjqhRzSM

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 124 across all properties

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