

BIBI at Spark Arena

DATE: Wednesday, October 15, 2025

LOCATION: Auckland, Auckland, NZ

Event Description

BIBI at Spark Arena is a premier concerts event in Auckland. 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: concerts

Importance Rank: 67/100

Expected Attendance: 6,932 people

Event ID: 6vaChvo72KM4WjtJBJ

Hotel Demand Indicators

ADR Impact Index: 7.2x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,773 across all properties

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

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<https://becircadian.com/events/bibi-at-spark-arena>

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