

# BIG Live Presents Dracula

DATE: Saturday, October 11, 2025  
LOCATION: Auckland, Auckland, NZ

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## Event Description

BIG Live Presents Dracula is a premier performing-arts 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:** performing-arts

**Importance Rank:** 54/100

**Expected Attendance:** 1,525 people

**Event ID:** 8bsNEwEHHR5yrZ8XDi

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 610 across all properties

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

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