

Biggest Winter Food Festival &

DATE: Saturday, August 23, 2025
LOCATION: Auckland, Auckland, NZ

Event Description

Biggest Winter Food Festival & is a premier expos 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: expos

Importance Rank: 54/100

Expected Attendance: 1,551 people

Event ID: H4VUfHj9j6eBBf4w5j

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: 620 across all properties

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