

# Boys Toys 2025

DATE: Saturday, September 13, 2025

LOCATION: Auckland, Auckland, NZ

---

## Event Description

Boys Toys 2025 is a premier festivals 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:** festivals

**Importance Rank:** 46/100

**Expected Attendance:** 629 people

**Event ID:** EZeLB7u2Da3niSNQcJ

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 252 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/boys-toys-2025>

Document generated on 6/4/2026, 2:55:38 AM