

Bula Fiji Day Celebration - Sponsored by Tyre World Auto & Caltex Otara

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

Event Description

Bula Fiji Day Celebration - Sponsored by Tyre World Auto & Caltex Otara 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: 56/100

Expected Attendance: 1,927 people

Event ID: GZJTwyJgdWCu7pdiCA

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 771 across all properties

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