

# First Thursdays Artist Films: THE TREASURE OF HIS YOUTH at The Vic Devonport

DATE: Wednesday, September 3, 2025  
LOCATION: Auckland, Auckland, NZ

## Event Description

First Thursdays Artist Films: THE TREASURE OF HIS YOUTH at The Vic Devonport 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:** 34/100

**Expected Attendance:** 154 people

**Event ID:** 5cdcZoFzxp5wn5sS4E

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 62 across all properties

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