

ILL NINO

DATE: Wednesday, September 10, 2025
LOCATION: Auckland, Auckland, NZ

Event Description

ILL NINO is a premier concerts 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: concerts
Importance Rank: 40/100
Expected Attendance: 315 people
Event ID: 4WZMMVgEHx3KZzgmA8

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 126 across all properties

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