

Japanese Moon Festival - Rabbit themed Craft, Songs and Story Session

DATE: Tuesday, September 23, 2025
LOCATION: Auckland, NZ

Event Description

Japanese Moon Festival - Rabbit themed Craft, Songs and Story Session is a premier festivals event in the region. 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: 47/100

Expected Attendance: 678 people

Event ID: GvckbSGvNMEgMaTRTK

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 271 across all properties

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