

Lions Club of Helensville Christmas Book Fair and Christmas Parade

DATE: Friday, November 28, 2025
LOCATION: Helensville, Auckland, NZ

Event Description

Lions Club of Helensville Christmas Book Fair and Christmas Parade is a premier festivals event in Helensville. 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: 36/100

Expected Attendance: 201 people

Event ID: G23h6jSWH4eTDKMVuy

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 80 across all properties

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