

Little Draw – Auckland Museum

DATE: Friday, September 12, 2025
LOCATION: Auckland, Auckland, NZ

Event Description

Little Draw – Auckland Museum 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: 46/100

Expected Attendance: 619 people

Event ID: BQjokYq9A6TpZ74nMF

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 248 across all properties

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

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Document generated on 6/4/2026, 2:46:05 AM