

LIVE Day: Communications

DATE: Saturday, September 20, 2025

LOCATION: Auckland, Auckland, NZ

Event Description

LIVE Day: Communications is a premier expos 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: expos

Importance Rank: 54/100

Expected Attendance: 1,619 people

Event ID: BizcjUcuwT7X6BASvi

Hotel Demand Indicators

ADR Impact Index: 6.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 648 across all properties

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