

Melbourne United vs New Zealand Breakers

DATE: Friday, January 30, 2026
LOCATION: Auckland, Auckland, NZ

Event Description

Melbourne United vs New Zealand Breakers is a premier sports 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: sports

Importance Rank: 70/100

Expected Attendance: 9,823 people

Event ID: E6Pr8Sh568mx4yuNcL

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,929 across all properties

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