

Not So Traditional Oktoberfest @ BBC!

DATE: Tuesday, September 30, 2025

LOCATION: Auckland, Auckland, NZ

Event Description

Not So Traditional Oktoberfest @ BBC! is a premier festivals 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: festivals

Importance Rank: 51/100

Expected Attendance: 1,067 people

Event ID: Hz29y2r86KwszpepBP

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 427 across all properties

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