

# PetDirect Takapuna: FREE Harness Fitting & Dental Care Workshop with reg. vet nurse, Mary-Anne Smith

DATE: Wednesday, September 24, 2025  
LOCATION: Auckland, Auckland, NZ

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## Event Description

PetDirect Takapuna: FREE Harness Fitting & Dental Care Workshop with reg. vet nurse, Mary-Anne Smith is a premier community 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:** community

**Importance Rank:** 34/100

**Expected Attendance:** 150 people

**Event ID:** Dhs4CUTm3dYKUhjAE5

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 60 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, 5:12:39 PM