

# REHAB @ PUMPHOUSE THEATRE

DATE: Friday, October 24, 2025  
LOCATION: Auckland, Auckland, NZ

---

## Event Description

REHAB @ PUMPHOUSE THEATRE is a premier performing-arts 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:** performing-arts

**Importance Rank:** 50/100

**Expected Attendance:** 10,000 people

**Event ID:** GsTuaKUK8xb4bDfnPn

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 4,000 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/rehab-pumphouse-theatre>

Document generated on 6/4/2026, 3:15:59 AM