

Shaun Kirk and Nick Herbison

DATE: Saturday, September 27, 2025

LOCATION: Kume ²Å uckland, NZ

Event Description

Shaun Kirk and Nick Herbison is a premier concerts event in Kume ²à 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: concerts

Importance Rank: 35/100

Expected Attendance: 180 people

Event ID: 7rWig6xxmMja25kKhZ

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 72 across all properties

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