

SO/ Auckland: The Hotel As Art / Rachel Rush

DATE: Wednesday, October 29, 2025
LOCATION: Auckland, Auckland, NZ

Event Description

SO/ Auckland: The Hotel As Art / Rachel Rush is a premier expos 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: expos
Importance Rank: 56/100
Expected Attendance: 2,105 people
Event ID: 3XL4wCa6d2j3eFGU78

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 842 across all properties

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