

Spring Festival (+ Seedling Sale)

DATE: Saturday, October 18, 2025
LOCATION: Auckland, Auckland, NZ

Event Description

Spring Festival (+ Seedling Sale) 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: 56/100

Expected Attendance: 1,956 people

Event ID: CrmT3iVjwyj7Rn9osL

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: 782 across all properties

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