

# Sundown Christmas Market at the Auckland Irish Club

DATE: Thursday, December 11, 2025  
LOCATION: Auckland, Auckland, NZ

## Event Description

Sundown Christmas Market at the Auckland Irish Club 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:** 38/100

**Expected Attendance:** 243 people

**Event ID:** DHtwn8tpryw9wB5np

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 97 across all properties

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