

Te Atatu Record Fair

DATE: Thursday, November 6, 2025

LOCATION: Auckland, Auckland, NZ

Event Description

Te Atatu Record Fair 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: 42/100

Expected Attendance: 411 people

Event ID: 4GsLTB7q4GaHK6TW6T

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 164 across all properties

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