

# The Rockabilly Shop @ Kumeu Classic Car and Hotrod Festival

DATE: Thursday, January 15, 2026  
LOCATION: Kumeu Auckland, NZ

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## Event Description

The Rockabilly Shop @ Kumeu Classic Car and Hotrod Festival is a premier festivals event in Kumeu. 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:** 58/100  
**Expected Attendance:** 2,633 people  
**Event ID:** 3QcBNFqdghUfCsbWfC

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 1,053 across all properties

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