

# 2026 Blue Lake Multisport Festival - The 40th Edition

DATE: Friday, January 23, 2026  
LOCATION: Rotorua, Bay of Plenty Region, NZ

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## Event Description

2026 Blue Lake Multisport Festival - The 40th Edition is a premier festivals event in Rotorua. 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:** 35/100  
**Expected Attendance:** 185 people  
**Event ID:** 88YVFixemNs4gms5VD

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 74 across all properties

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

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