

Annual Book Fair

DATE: Thursday, January 8, 2026
LOCATION: Æt÷ P, Bay of Plenty Region, NZ

Event Description

Annual Book Fair is a premier festivals event in Æt÷ P. 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: 39/100

Expected Attendance: 272 people

Event ID: CEEyueCvFvmhjkpiXn

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 109 across all properties

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