

Bay Superstars

DATE: Friday, December 26, 2025
LOCATION: Mount Maunganui, Bay of Plenty Region, NZ

Event Description

Bay Superstars is a premier performing-arts event in Mount Maunganui. 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: performing-arts
Importance Rank: 50/100
Expected Attendance: 1,022 people
Event ID: D9ddTqeTx8Sey6QBX3

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 409 across all properties

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