

BOP Opotiki Rodeo 2025

DATE: Saturday, December 27, 2025
LOCATION: Ç Mtiki, Bay of Plenty Region, NZ

Event Description

BOP Opotiki Rodeo 2025 is a premier festivals event in Ç Mtiki. 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: 45/100

Expected Attendance: 541 people

Event ID: HvVjUSWdv6fGJguWSB

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 216 across all properties

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