

# Cold Plunge & Coffee - Treats of Taupo Food Festival

DATE: Friday, September 19, 2025  
LOCATION: Taupo Waikato Region, NZ

## Event Description

Cold Plunge & Coffee - Treats of Taupo Food Festival is a premier festivals event in Taupo. 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:** 36/100

**Expected Attendance:** 196 people

**Event ID:** C6m6idR6v8Z2nuRr86

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 78 across all properties

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