

# Earthquake Magnitude 4.5 - 5 km NNE of Tauranga, New Zealand

DATE: Tuesday, October 21, 2025  
LOCATION: Bay of Plenty Region, NZ

## Event Description

Earthquake Magnitude 4.5 - 5 km NNE of Tauranga, New Zealand is a premier disasters event in the region. 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:** disasters  
**Importance Rank:** 62/100  
**Expected Attendance:** 10,000 people  
**Event ID:** 9rBciWhsaBr2RFaohH

## Hotel Demand Indicators

**ADR Impact Index:** 6.8x baseline (varies by property tier & location)  
**Occupancy Impact:** +61 percentage points over baseline  
**Booking Lead Time:** Demand begins 60 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 4,000 across all properties

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