

Farah Palmer Cup - Manawatu vs Bay of Plenty

DATE: Friday, August 15, 2025
LOCATION: Tauranga, Bay of Plenty, NZ

Event Description

Farah Palmer Cup - Manawatu vs Bay of Plenty is a premier sports event in Tauranga. 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: sports

Importance Rank: 58/100

Expected Attendance: 2,600 people

Event ID: 8ykfjHTENeNnQQUvvh

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,040 across all properties

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