

Fun & Social Pottery workshop - WHAKATANE

DATE: Wednesday, September 17, 2025
LOCATION: Æt÷ P, Bay of Plenty Region, NZ

Event Description

Fun & Social Pottery workshop - WHAKATANE is a premier community event in Æt÷ P. 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: community
Importance Rank: 30/100
Expected Attendance: 100 people
Event ID: FzKzwySCL995iTopot

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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