

# Hiapo: Motifs of Mana

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

## Event Description

Hiapo: Motifs of Mana is a premier expos 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:** expos

**Importance Rank:** 56/100

**Expected Attendance:** 1,999 people

**Event ID:** 47h7bzKbsExvJam2jG

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 800 across all properties

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