

# JUST BECAUSE TOUR - Steve & Ainsley Apirana

DATE: Wednesday, October 15, 2025  
LOCATION: Tauranga, Bay of Plenty Region, NZ

## Event Description

JUST BECAUSE TOUR - Steve & Ainsley Apirana is a premier festivals 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:** festivals

**Importance Rank:** 38/100

**Expected Attendance:** 262 people

**Event ID:** dQc7xKEiHxXusbAy4M

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 105 across all properties

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