

# Kawerau Wh æ R F y

DATE: Wednesday, October 22, 2025  
LOCATION: Kawerau, Bay of Plenty Region, NZ

## Event Description

Kawerau Wh æ P day is a premier expos event in Kawerau. 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:** 47/100

**Expected Attendance:** 745 people

**Event ID:** DsGzUDHu6FwKufkjHs

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 298 across all properties

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