

Kids Concert @ Totara St!

DATE: Friday, October 3, 2025
LOCATION: Mount Maunganui, Bay of Plenty Region, NZ

Event Description

Kids Concert @ Totara St! is a premier festivals event in Mount Maunganui. 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: 45/100

Expected Attendance: 593 people

Event ID: F2z2s2bqoVJPxfMkui

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 237 across all properties

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