

# Iululemon Shakeout Run for The Mount Maunganui Half Marathon

DATE: Thursday, August 21, 2025  
LOCATION: Mount Maunganui, Bay of Plenty Region, NZ

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## Event Description

Iululemon Shakeout Run for The Mount Maunganui Half Marathon is a premier community 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:** community  
**Importance Rank:** 33/100  
**Expected Attendance:** 148 people  
**Event ID:** GgpfGQmkZQdRmX2FjG

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 59 across all properties

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

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