

Marine/Simonson/Wiskari at The Jam Factory

DATE: Thursday, January 15, 2026
LOCATION: Tauranga, Bay of Plenty Region, NZ

Event Description

Marine/Simonson/Wiskari at The Jam Factory is a premier performing-arts 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: performing-arts
Importance Rank: 50/100
Expected Attendance: 10,000 people
Event ID: C2Qq4ma7fyFjxa5XsT

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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