

Mike Garner + Guests 'Summertime Blues II' at The Jam Factory

DATE: Friday, January 9, 2026
LOCATION: Tauranga, Bay of Plenty Region, NZ

Event Description

Mike Garner + Guests 'Summertime Blues II' at The Jam Factory 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: 36/100

Expected Attendance: 209 people

Event ID: CBhUwuQFMg4PLW5PeU

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 84 across all properties

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