

Milk Mega Bowl Festival 2025 - Taupo, New Zealand.

DATE: Thursday, November 20, 2025
LOCATION: Taupo Ò Waikato Region, NZ

Event Description

Milk Mega Bowl Festival 2025 - Taupo, New Zealand. is a premier expos event in Taupo Ò 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: 57/100

Expected Attendance: 2,226 people

Event ID: FbcveHWAtHngSZYrCx

Hotel Demand Indicators

ADR Impact Index: 6.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 890 across all properties

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