

# National Provincial Championship - Southland vs Bay of Plenty

DATE: Thursday, August 21, 2025  
LOCATION: Rotorua, Bay of Plenty, NZ

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## Event Description

National Provincial Championship - Southland vs Bay of Plenty is a premier sports event in Rotorua. 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:** sports

**Importance Rank:** 74/100

**Expected Attendance:** 15,826 people

**Event ID:** EFqHciDUoxp592hVpZ

## Hotel Demand Indicators

**ADR Impact Index:** 7.8x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 6,330 across all properties

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

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