

New World Summer Festival

DATE: Thursday, January 1, 2026
LOCATION: Tauranga, Bay of Plenty Region, NZ

Event Description

New World Summer Festival 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: 48/100

Expected Attendance: 761 people

Event ID: GCwWzrFXyy2PnGx5LQ

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 304 across all properties

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

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