

# Paint and Wine Night in Tauranga - Mothers Tulips

DATE: Monday, October 6, 2025  
LOCATION: Tauranga, Bay of Plenty Region, NZ

## Event Description

Paint and Wine Night in Tauranga - Mothers Tulips is a premier community 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:** community

**Importance Rank:** 23/100

**Expected Attendance:** 45 people

**Event ID:** BuY6QJZ6AQK4pQ9NUe

## Hotel Demand Indicators

**ADR Impact Index:** 3.5x 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:** 18 across all properties

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