

The Day That Never Was

DATE: Saturday, September 20, 2025
LOCATION: Tauranga, Bay of Plenty Region, NZ

Event Description

The Day That Never Was is a premier concerts 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: concerts

Importance Rank: 32/100

Expected Attendance: 131 people

Event ID: 6oGKFsTSd4EEhZ4i4f

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 52 across all properties

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