

The Little Big Markets Summer Season

DATE: Friday, October 3, 2025
LOCATION: Mount Maunganui, Bay of Plenty Region, NZ

Event Description

The Little Big Markets Summer Season is a premier community event in Mount Maunganui. 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: 30/100
Expected Attendance: 100 people
Event ID: 45shHuA9LQVn67HRwt

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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