

The Rockabilly Shop @ Rumble Under The Mountain

DATE: Friday, October 3, 2025
LOCATION: Te Aroha, Waikato Region, NZ

Event Description

The Rockabilly Shop @ Rumble Under The Mountain is a premier expos event in Te Aroha. 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: expos

Importance Rank: 44/100

Expected Attendance: 487 people

Event ID: EtsvKVfFz9JSRvDzGx

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 195 across all properties

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