

Whaka 100 MTB Marathon

DATE: Friday, October 24, 2025
LOCATION: Rotorua, Bay of Plenty Region, NZ

Event Description

Whaka 100 MTB Marathon is a premier sports event in Rotorua. 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: sports

Importance Rank: 34/100

Expected Attendance: 152 people

Event ID: Fyht5pjyahwxbXNAhM

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 61 across all properties

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