

# Wheel 3 Extension: 5-Week Classes

DATE: Monday, September 1, 2025  
LOCATION: Tauranga, Bay of Plenty Region, NZ

---

## Event Description

Wheel 3 Extension: 5-Week Classes 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:** 30/100

**Expected Attendance:** 100 people

**Event ID:** 4SqpiGynag6EUgjV3r

## 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.*

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/wheel-3-extension-5-week-classes>

Document generated on 6/3/2026, 8:54:24 PM