

'Where there's smoke' Legacy Tour - ROTORUA SHOW

DATE: Tuesday, September 23, 2025
LOCATION: Rotorua, Bay of Plenty Region, NZ

Event Description

'Where there's smoke' Legacy Tour - ROTORUA SHOW is a premier performing-arts 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: performing-arts
Importance Rank: 50/100
Expected Attendance: 10,000 people
Event ID: 97ozD3VGT9onC9zafe

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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