

Whitianga Summer Concert 2026

DATE: Sunday, January 25, 2026
LOCATION: Whitianga, Waikato Region, NZ

Event Description

Whitianga Summer Concert 2026 is a premier concerts event in Whitianga. 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: concerts

Importance Rank: 43/100

Expected Attendance: 453 people

Event ID: GogujkRUhc4b8WpLeK

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: 181 across all properties

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