

Women's Lifestyle Expo Tauranga

DATE: Saturday, September 20, 2025
LOCATION: Mount Maunganui, Bay of Plenty Region, NZ

Event Description

Women's Lifestyle Expo Tauranga is a premier expos event in Mount Maunganui. 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: 55/100

Expected Attendance: 1,806 people

Event ID: CxJSRqi4ah3WaRC2xC

Hotel Demand Indicators

ADR Impact Index: 6.2x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 722 across all properties

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