

# Yoga on the Beach: & p ? I Powered by lululemon

DATE: Friday, September 19, 2025  
LOCATION: Mount Maunganui, Bay of Plenty Region, NZ

## Event Description

Yoga on the Beach: & p ? I Powered by lululemon is a premier community 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:** community

**Importance Rank:** 22/100

**Expected Attendance:** 39 people

**Event ID:** GJdA6At7hYRB4u65WA

## Hotel Demand Indicators

**ADR Impact Index:** 3.4x 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:** 16 across all properties

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