

# & p INDOOR Winter Sunrise Yoga

DATE: Sunday, August 17, 2025  
LOCATION: Christchurch, Canterbury Region, NZ

---

## Event Description

& p INDOOR Winter Sunrise Yoga is a premier community event in Christchurch. 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:** 24/100

**Expected Attendance:** 49 people

**Event ID:** 3HtB58SmsEqfYsWu3T

## Hotel Demand Indicators

**ADR Impact Index:** 3.5x 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:** 20 across all properties

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

---