

50 Shades of Rock 'n Roll - a musical showcase of the era!

DATE: Wednesday, September 24, 2025
LOCATION: Christchurch, Canterbury Region, NZ

Event Description

50 Shades of Rock 'n Roll - a musical showcase of the era! is a premier performing-arts 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: performing-arts
Importance Rank: 46/100
Expected Attendance: 613 people
Event ID: DNat8mrTbdxtrvm6Sg

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 245 across all properties

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