

# Ale House Rock - A Choir in a pub. Arts Centre

DATE: Wednesday, September 10, 2025  
LOCATION: Christchurch, Canterbury Region, NZ

## Event Description

Ale House Rock - A Choir in a pub. Arts Centre 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:** 31/100

**Expected Attendance:** 118 people

**Event ID:** HuwkyudFo3cCn52eGC

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 47 across all properties

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