

B+LNZ Tasman Farming for Profit Field of Innovation Day

DATE: Sunday, September 28, 2025
LOCATION: Christchurch, Canterbury Region, NZ

Event Description

B+LNZ Tasman Farming for Profit Field of Innovation Day is a premier sports 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: sports

Importance Rank: 30/100

Expected Attendance: 100 people

Event ID: 4qQnpv8wGVig2Xo6Mh

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: 40 across all properties

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