

# Building Mental Resilience and Fortitude Conference

DATE: Friday, September 5, 2025  
LOCATION: Christchurch, Canterbury Region, NZ

## Event Description

Building Mental Resilience and Fortitude Conference is a premier conferences 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:** conferences

**Importance Rank:** 39/100

**Expected Attendance:** 280 people

**Event ID:** FJLAMVJf9JWY8kT26w

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 112 across all properties

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