

HIIT For Hope Selwyn Wellness Festival

DATE: Friday, November 28, 2025
LOCATION: Rolleston, Canterbury Region, NZ

Event Description

HIIT For Hope Selwyn Wellness Festival is a premier festivals event in Rolleston. 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: festivals
Importance Rank: 46/100
Expected Attendance: 665 people
Event ID: 3MVvf4nqAcKtfe7nfN

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: 266 across all properties

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