

Mini Big Band Festival at A Rolling Stone

DATE: Saturday, August 16, 2025
LOCATION: Christchurch, Canterbury Region, NZ

Event Description

Mini Big Band Festival at A Rolling Stone is a premier festivals 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: festivals
Importance Rank: 49/100
Expected Attendance: 927 people
Event ID: GJmXArNrszz7T6scPa

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 371 across all properties

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