

# Soft Bait - Life Advice Album Release Tour (Christchurch)

DATE: Thursday, September 25, 2025  
LOCATION: Christchurch, Canterbury Region, NZ

---

## Event Description

Soft Bait - Life Advice Album Release Tour (Christchurch) is a premier concerts 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:** concerts  
**Importance Rank:** 46/100  
**Expected Attendance:** 634 people  
**Event ID:** GxLGKaFoovjnVSKtjx

## 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:** 254 across all properties

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

---