

Starlight Cinema Soak - Mamma Mia!

DATE: Friday, October 17, 2025
LOCATION: Canterbury Region, NZ

Event Description

Starlight Cinema Soak - Mamma Mia! is a premier performing-arts event in the region. 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: performing-arts

Importance Rank: 45/100

Expected Attendance: 567 people

Event ID: GYqwRvSDHToHkERq7R

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 227 across all properties

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