

The Grand Tour at Martin Collins New Zealand Cup Day

DATE: Friday, November 14, 2025
LOCATION: Christchurch, Canterbury Region, NZ

Event Description

The Grand Tour at Martin Collins New Zealand Cup Day 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: 46/100

Expected Attendance: 628 people

Event ID: B7JbsVD5SGHqhKNZHR

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: 251 across all properties

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