

The Highway Inn - The Party Singers

DATE: Thursday, September 18, 2025
LOCATION: Christchurch, Canterbury Region, NZ

Event Description

The Highway Inn - The Party Singers is a premier community 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: community

Importance Rank: 23/100

Expected Attendance: 45 people

Event ID: GtUsyZSKd8uvrT56jc

Hotel Demand Indicators

ADR Impact Index: 3.5x 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: 18 across all properties

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

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