

Wellness Workshop - Exploring through the senses

DATE: Friday, September 12, 2025
LOCATION: Springston, Canterbury Region, NZ

Event Description

Wellness Workshop - Exploring through the senses is a premier community event in Springston. 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: 24/100
Expected Attendance: 53 people
Event ID: xi9Q3DWg2jgqhxncEB

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: 21 across all properties

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