

Work Wheels Official Hardpark

DATE: Friday, December 12, 2025
LOCATION: Christchurch, Canterbury Region, NZ

Event Description

Work Wheels Official Hardpark is a premier expos 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: expos

Importance Rank: 48/100

Expected Attendance: 803 people

Event ID: 4dHxr6z7mfWN44e7kP

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 321 across all properties

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