

80 YEARS OF VJ DAY AND KOREAN INDEPENDENCE: REFLECTIONS AND BEYOND

DATE: Friday, August 15, 2025
LOCATION: New Malden, Kingston upon Thames, GB

Event Description

80 YEARS OF VJ DAY AND KOREAN INDEPENDENCE: REFLECTIONS AND BEYOND is a premier conferences event in New Malden. 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: conferences

Importance Rank: 31/100

Expected Attendance: 113 people

Event ID: F7zThDZSQJrgFSvAZr

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 45 across all properties

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