

Alternative Roots: Festival of ESEA Performances and Communities

DATE: Saturday, November 8, 2025
LOCATION: London, England, GB

Event Description

Alternative Roots: Festival of ESEA Performances and Communities is a premier festivals event in London. 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: 40/100

Expected Attendance: 311 people

Event ID: 8grwgAJUaAouMb5Fiu

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 124 across all properties

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