

Amble at Millennium Forum

DATE: Tuesday, August 26, 2025
LOCATION: Londonderry, Londonderry, GB

Event Description

Amble at Millennium Forum is a premier concerts event in Londonderry. 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: concerts

Importance Rank: 52/100

Expected Attendance: 1,326 people

Event ID: AixvyJwrTMqVzq3VuM

Hotel Demand Indicators

ADR Impact Index: 5.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 530 across all properties

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

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