

An unforgettable Janmashtami celebration

DATE: Sunday, August 17, 2025
LOCATION: Southend-on-Sea, England, GB

Event Description

An unforgettable Janmashtami celebration is a premier festivals event in Southend-on-Sea. 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: 32/100

Expected Attendance: 122 people

Event ID: EEft7fvD6yZLPDz5Z7

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 49 across all properties

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