

# Awake The Dreamer, Continents, Confessions of a Traitor, and 10 others

DATE: Friday, September 19, 2025  
LOCATION: Sheffield, England, GB

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## Event Description

Awake The Dreamer, Continents, Confessions of a Traitor, and 10 others is a premier festivals event in Sheffield. 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:** 50/100  
**Expected Attendance:** 1,000 people  
**Event ID:** 5FBQbPS69Y4LDeMync

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 400 across all properties

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

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