

Ben Watt and Tracey Thorn

DATE: Sunday, August 31, 2025

LOCATION: England, GB

Event Description

Ben Watt and Tracey Thorn is a premier concerts event in the region. 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: 40/100

Expected Attendance: 314 people

Event ID: 6iyVbf4JxTVjGKbeVc

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: 126 across all properties

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