

# BIG FISH LITTLE FISH FABRIC 'Once Upon A Family Rave' 28 Sept 2-4:30pm

DATE: Sunday, September 28, 2025  
LOCATION: London, England, GB

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## Event Description

BIG FISH LITTLE FISH FABRIC 'Once Upon A Family Rave' 28 Sept 2-4:30pm is a premier concerts 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:** concerts

**Importance Rank:** 58/100

**Expected Attendance:** 2,500 people

**Event ID:** A8irXsc8QUTHvnYiDa

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 1,000 across all properties

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