

Black History Month Celebration

DATE: Saturday, October 18, 2025
LOCATION: Southend-on-Sea, England, GB

Event Description

Black History Month 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: 30/100

Expected Attendance: 99 people

Event ID: 7ywMCvmHUohiHDf4rS

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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

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<https://becircadian.com/events/black-history-month-celebration>

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