

# Blast Premier Open 2025

DATE: Friday, September 5, 2025

LOCATION: London, England, GB

## Event Description

Blast Premier Open 2025 is a premier sports 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:** sports

**Importance Rank:** 72/100

**Expected Attendance:** 12,500 people

**Event ID:** GZx8WycfzV7nPrNZUS

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 5,000 across all properties

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