

# Brooks On Tour: A Different Gear

DATE: Sunday, October 12, 2025  
LOCATION: Sheffield, England, GB

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## Event Description

Brooks On Tour: A Different Gear is a premier community 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:** community

**Importance Rank:** 34/100

**Expected Attendance:** 163 people

**Event ID:** 8o6XLgkDgUYW9YQnRJ

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 65 across all properties

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

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