

Busted and McFly

DATE: Wednesday, September 24, 2025

LOCATION: Wales, GB

Event Description

Busted and McFly 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: 66/100

Expected Attendance: 6,063 people

Event ID: DG5cpF9d6RYrbkw7Hn

Hotel Demand Indicators

ADR Impact Index: 7.1x 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: 2,425 across all properties

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