

# C Turtle at The Hope & Ruin

DATE: Thursday, August 28, 2025  
LOCATION: Brighton, England, GB

## Event Description

C Turtle at The Hope & Ruin is a premier concerts event in Brighton. 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:** 23/100

**Expected Attendance:** 43 people

**Event ID:** 7LGTAHPL3qChyQ2579

## Hotel Demand Indicators

**ADR Impact Index:** 3.5x 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:** 17 across all properties

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