

City of London - City of London School - Summer Holidays

DATE: Friday, July 4, 2025
LOCATION: London, England, GB

Event Description

City of London - City of London School - Summer Holidays is a premier school-holidays 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: school-holidays
Importance Rank: 50/100
Expected Attendance: 1,045 people
Event ID: Azs8EfuSYTLfqbWFW5

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 418 across all properties

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