

City of London - The Aldgate School - Summer Holidays

DATE: Friday, July 18, 2025
LOCATION: London, England, GB

Event Description

City of London - The Aldgate 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: 39/100

Expected Attendance: 271 people

Event ID: 9uSWRjE57afgXBapPu

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 108 across all properties

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