

Counting Sheeps - The Herd

DATE: Sunday, September 14, 2025
LOCATION: Great Yarmouth, Norfolk, GB

Event Description

Counting Sheeps - The Herd is a premier concerts event in Great Yarmouth. 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: 43/100

Expected Attendance: 471 people

Event ID: B98ioFAtE2RocnwYyj

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 188 across all properties

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

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