

Day Fever at Rock City

DATE: Saturday, August 16, 2025

LOCATION: England, GB

Event Description

Day Fever at Rock City 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: 53/100

Expected Attendance: 1,395 people

Event ID: H3yop6Fd6SQ2ck6hM8

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 558 across all properties

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

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<https://becircadian.com/events/day-fever-at-rock-city>

Document generated on 6/4/2026, 3:15:33 AM