

DIIV and Milan W.

DATE: Wednesday, September 3, 2025
LOCATION: London, England, GB

Event Description

DIIV and Milan W. is a premier concerts 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: concerts

Importance Rank: 49/100

Expected Attendance: 937 people

Event ID: 6zuvWnnZr9unVUpCHp

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 375 across all properties

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