

DMA s at O2 Academy Birmingham

DATE: Sunday, February 8, 2026
LOCATION: Birmingham, England, GB

Event Description

DMA s at O2 Academy Birmingham is a premier concerts event in Birmingham. 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: 906 people

Event ID: BdXR6wS3LhLoPWLzab

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: 362 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/dma-s-at-o2-academy-birmingham>

Document generated on 6/4/2026, 3:02:09 AM