

Ed Byrne, Ivo Graham, and Russell Hicks

DATE: Wednesday, September 10, 2025
LOCATION: Redditch, England, GB

Event Description

Ed Byrne, Ivo Graham, and Russell Hicks is a premier concerts event in Redditch. 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: 37/100

Expected Attendance: 215 people

Event ID: J763FxfCrnpWtfWjSH

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 86 across all properties

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