

# Equinox - A Last Hurrah for Summer!

DATE: Sunday, September 21, 2025

LOCATION: London, England, GB

## Event Description

Equinox - A Last Hurrah for Summer! is a premier festivals 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:** festivals

**Importance Rank:** 36/100

**Expected Attendance:** 198 people

**Event ID:** 8QGuLxDn4TVfP3dJv8

## 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:** 79 across all properties

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