

# Etcho: On the Horizon

DATE: Thursday, October 16, 2025

LOCATION: London, England, GB

## Event Description

Etcho: On the Horizon 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:** 37/100

**Expected Attendance:** 234 people

**Event ID:** 9uz5XHibTcRaiLDgXo

## 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:** 94 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/etcho-on-the-horizon>

Document generated on 6/4/2026, 1:22:15 AM