

Exhibition: The Ear to the Estuary by RL Wilson

DATE: Friday, August 15, 2025
LOCATION: Barrow-in-Furness, England, GB

Event Description

Exhibition: The Ear to the Estuary by RL Wilson is a premier performing-arts event in Barrow-in-Furness. 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: performing-arts
Importance Rank: 44/100
Expected Attendance: 497 people
Event ID: 6aWq8hzAkzVECD5kat

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 199 across all properties

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