

Five and Naughty Boy

DATE: Friday, October 31, 2025
LOCATION: Brighton, England, GB

Event Description

Five and Naughty Boy is a premier concerts event in Brighton. 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: 62/100

Expected Attendance: 3,782 people

Event ID: 5RKya9ZuBWKTxvmuAR

Hotel Demand Indicators

ADR Impact Index: 6.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,513 across all properties

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