

Folk Night - featuring Emily Maguire

DATE: Wednesday, September 3, 2025

LOCATION: New Milton, England, GB

Event Description

Folk Night - featuring Emily Maguire is a premier concerts event in New Milton. 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: 38/100

Expected Attendance: 253 people

Event ID: AoPsE7Xpo4T2gwfoqe

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 101 across all properties

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