

# folk rock @ temperance | Merry Hell

DATE: Friday, August 22, 2025  
LOCATION: Royal Leamington Spa, England, GB

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## Event Description

folk rock @ temperance | Merry Hell is a premier concerts event in Royal Leamington Spa. 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:** 41/100

**Expected Attendance:** 350 people

**Event ID:** GCSUZA454MEBQS7hJo

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 140 across all properties

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

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