

# Fridayy at O2 Academy Brixton

DATE: Sunday, September 14, 2025

LOCATION: London, England, GB

## Event Description

Fridayy at O2 Academy Brixton is a premier concerts 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:** concerts

**Importance Rank:** 61/100

**Expected Attendance:** 3,457 people

**Event ID:** 5RajMyoCktBR3CCDCP

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,383 across all properties

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