

Georgian Festival: An Evening of Music at 16 New Street

DATE: Saturday, October 25, 2025
LOCATION: Saint Helier, St Helier, JE

Event Description

Georgian Festival: An Evening of Music at 16 New Street is a premier festivals event in Saint Helier. 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: festivals

Importance Rank: 36/100

Expected Attendance: 195 people

Event ID: tweZWAqdA33e6oxkf7

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 78 across all properties

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