

# Gorillaz

DATE: Friday, August 29, 2025  
LOCATION: London, England, GB

---

## Event Description

Gorillaz 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:** 66/100

**Expected Attendance:** 6,335 people

**Event ID:** 75V28gTpMnzcQw8WRu

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,534 across all properties

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

---