

Greg Dorrell as ROD STEWART including Bill Burtons Disco

DATE: Saturday, August 16, 2025
LOCATION: Higham Ferrers, England, GB

Event Description

Greg Dorrell as ROD STEWART including Bill Burtons Disco is a premier performing-arts event in Higham Ferrers. 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: performing-arts
Importance Rank: 39/100
Expected Attendance: 272 people
Event ID: FN7M2JXnpJgKERMxRe

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 109 across all properties

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