

# [HAMMERSMITH] 2025 Play Mandarin Moon Festival Family Party s©N-e†N-yË.

DATE: Saturday, October 4, 2025  
LOCATION: London, England, GB

## Event Description

[HAMMERSMITH] 2025 Play Mandarin Moon Festival Family Party s©N-e†N-yË{À%oª[Pm>\ is a premier festival 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:** festivals

**Importance Rank:** 31/100

**Expected Attendance:** 118 people

**Event ID:** 7vkv4MvbWWL9RNQ4wR

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 47 across all properties

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