

Hardmoors 60

DATE: Saturday, September 20, 2025
LOCATION: Saltburn-by-the-Sea, England, GB

Event Description

Hardmoors 60 is a premier sports event in Saltburn-by-the-Sea. 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: sports

Importance Rank: 35/100

Expected Attendance: 173 people

Event ID: DzbgJ5EkZzN7XsLM9V

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 69 across all properties

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