

# Heather Small - The Voice Of M People

DATE: Saturday, August 16, 2025

LOCATION: Ely, England, GB

## Event Description

Heather Small - The Voice Of M People is a premier concerts event in Ely. 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:** 40/100

**Expected Attendance:** 316 people

**Event ID:** Bv9KaLDo5HVukYr9Yy

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 126 across all properties

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