

# Helen Peters – Anna at War

DATE: Sunday, September 14, 2025

LOCATION: Guildford, England, GB

---

## Event Description

Helen Peters – Anna at War is a premier conferences event in Guildford. 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:** conferences

**Importance Rank:** 24/100

**Expected Attendance:** 53 people

**Event ID:** E2RbqenyEAsDPiZcEo

## Hotel Demand Indicators

**ADR Impact Index:** 3.5x 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:** 21 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/helen-peters-anna-at-war>

Document generated on 6/4/2026, 7:46:30 AM