

# Highgate Art Fair - Paint Birds With Fran Gifford

DATE: Sunday, November 9, 2025  
LOCATION: London, England, GB

## Event Description

Highgate Art Fair - Paint Birds With Fran Gifford is a premier festivals event 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:** 34/100

**Expected Attendance:** 167 people

**Event ID:** 8jcG89nN2QH8QC54bZ

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 67 across all properties

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