

JIMI at Rough Trade Liverpool

DATE: Friday, September 5, 2025
LOCATION: Liverpool, England, GB

Event Description

JIMI at Rough Trade Liverpool is a premier concerts event in Liverpool. 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: 45/100

Expected Attendance: 556 people

Event ID: 5utQi63szcDa7Nee5Q

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 222 across all properties

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

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