

# JLS and Example

DATE: Monday, November 17, 2025

LOCATION: Wales, GB

## Event Description

JLS and Example is a premier concerts event in the region. 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:** 65/100

**Expected Attendance:** 5,349 people

**Event ID:** G4PLr7shzBAytmwN6L

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,140 across all properties

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

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<https://becircadian.com/events/jls-and-example>

Document generated on 6/3/2026, 7:50:43 PM