

Jockey Club iGen Wellness with Harmonica – iGen Concert | Mighty Oaks

DATE: Wednesday, August 20, 2025
LOCATION: Kowloon, HK

Event Description

Jockey Club iGen Wellness with Harmonica – iGen Concert | Mighty Oaks 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: 34/100

Expected Attendance: 166 people

Event ID: mBC5v9DAqwwNs2LF9c

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: 66 across all properties

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