

Johnny Foreigner and COWZ

DATE: Saturday, September 13, 2025

LOCATION: London, England, GB

Event Description

Johnny Foreigner and COWZ is a premier concerts 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: concerts

Importance Rank: 43/100

Expected Attendance: 453 people

Event ID: EagTDWz6hEy7pGtAp4

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 181 across all properties

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