

Justin Hawkins Rides Again... Again

DATE: Saturday, January 10, 2026
LOCATION: Saint Helier, St Helier, JE

Event Description

Justin Hawkins Rides Again... Again is a premier concerts event in Saint Helier. 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: 44/100

Expected Attendance: 519 people

Event ID: 68nttRbjjZeFrLtBG9

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: 208 across all properties

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