

K-Music Festival 2025: Hilgeum & Alice Zawadzki

DATE: Saturday, October 18, 2025
LOCATION: London, England, GB

Event Description

K-Music Festival 2025: Hilgeum & Alice Zawadzki is a premier festivals 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: festivals

Importance Rank: 41/100

Expected Attendance: 360 people

Event ID: 4WvTPK7hoVTyJmNM5S

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 144 across all properties

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