

Last Night Country - The Jolly Farmer

DATE: Saturday, August 23, 2025
LOCATION: Newton Abbot, England, GB

Event Description

Last Night Country - The Jolly Farmer is a premier community event in Newton Abbot. 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: community

Importance Rank: 30/100

Expected Attendance: 100 people

Event ID: Ev5LSMaiZ9VkguHDsn

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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