Last night of the Proms 2025

DATE: Friday, August 22, 2025
LOCATION: Fowey, Cornwall, GB

Event Description

Last night of the Proms 2025 is a premier concerts event in Fowey. 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: 38/100
Expected Attendance: 252 people
Event ID: 8RKCgYyprxV5PnZr4D

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 101 across all properties

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