

# Little Grandad at The Social

DATE: Thursday, November 20, 2025

LOCATION: London, England, GB

## Event Description

Little Grandad at The Social 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:** 7/100

**Expected Attendance:** 7 people

**Event ID:** 99iBdS8eDLBkFTck5c

## Hotel Demand Indicators

**ADR Impact Index:** 2.1x 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:** 3 across all properties

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