

Lorna Shore, Whitechapel, Shadow of Intent, and Humanity's Last Breath

DATE: Monday, February 9, 2026
LOCATION: Birmingham, England, GB

Event Description

Lorna Shore, Whitechapel, Shadow of Intent, and Humanity's Last Breath is a premier concerts event in Birmingham. 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: 59/100

Expected Attendance: 2,863 people

Event ID: DrdkFdNHfkYa6QjLtF

Hotel Demand Indicators

ADR Impact Index: 6.5x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,145 across all properties

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