

# Lucas Oakeley in conversation with Ben Mercer

DATE: Thursday, August 21, 2025  
LOCATION: London, England, GB

---

## Event Description

Lucas Oakeley in conversation with Ben Mercer is a premier conferences 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:** conferences  
**Importance Rank:** 29/100  
**Expected Attendance:** 93 people  
**Event ID:** 5pi43yPUC9sdRAna2b

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 37 across all properties

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