

Lucy Spraggan and Jemima Thewes

DATE: Thursday, August 28, 2025

LOCATION: Northumberland, GB

Event Description

Lucy Spraggan and Jemima Thewes is a premier festivals event in Northumberland. 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: festivals

Importance Rank: 56/100

Expected Attendance: 1,905 people

Event ID: CBcrzDuw5sL5Mefncx

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 762 across all properties

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