

Lumo TV Premiere and Flarewave Launch Night

DATE: Thursday, September 4, 2025
LOCATION: Brighton and Hove, England, GB

Event Description

Lumo TV Premiere and Flarewave Launch Night is a premier festivals event in Brighton and Hove. 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: 41/100

Expected Attendance: 363 people

Event ID: 69L5LXy7ue9vhu3uBj

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 145 across all properties

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