

Lunchtime Concert ft. Dr Michiko Shimanuki and Dr Sasha Valeri Millwood

DATE: Wednesday, August 20, 2025
LOCATION: London, England, GB

Event Description

Lunchtime Concert ft. Dr Michiko Shimanuki and Dr Sasha Valeri Millwood is a premier concert 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: 34/100

Expected Attendance: 152 people

Event ID: Feg5xNb4CegRKeXmPC

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 61 across all properties

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