

'Mars and Britannia: the British Imperial Way of Warfare': in-person event

DATE: Friday, September 12, 2025
LOCATION: London, England, GB

Event Description

'Mars and Britannia: the British Imperial Way of Warfare': in-person event 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: 32/100

Expected Attendance: 127 people

Event ID: 5H7xJEVNaAGj8V8XrL

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 51 across all properties

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