

# Merthyr Tydfil - Summer Holidays

DATE: Monday, July 21, 2025

LOCATION: GB

## Event Description

Merthyr Tydfil - Summer Holidays is a premier school-holidays event in the region. 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:** school-holidays

**Importance Rank:** 68/100

**Expected Attendance:** 7,608 people

**Event ID:** HPdhft3SzzFsrLfbmV

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,043 across all properties

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