

Meryl Streek at The Waterfront

DATE: Friday, September 12, 2025

LOCATION: Norwich, GB

Event Description

Meryl Streek at The Waterfront is a premier concerts event in Norwich. 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: 47/100

Expected Attendance: 681 people

Event ID: F99GFc9SygE8WqAGvW

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 272 across all properties

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