

# Midland, Jorg Kuning, Daisy Moon, and Paramida

DATE: Saturday, November 29, 2025  
LOCATION: London, England, GB

## Event Description

Midland, Jorg Kuning, Daisy Moon, and Paramida is a premier concerts 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:** 58/100

**Expected Attendance:** 2,402 people

**Event ID:** xsTAWyoU8tn3iFbFed

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

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

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 961 across all properties

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