

MIDNIGHT NOIR

DATE: Saturday, September 13, 2025
LOCATION: Brighton and Hove, England, GB

Event Description

MIDNIGHT NOIR is a premier performing-arts event in Brighton and Hove. 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: performing-arts
Importance Rank: 44/100
Expected Attendance: 512 people
Event ID: CRsiY7fjRn8pT8bKwN

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 205 across all properties

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