

Mighty Handful: 30 Years of Quirk!

DATE: Sunday, September 7, 2025
LOCATION: Brentford, England, GB

Event Description

Mighty Handful: 30 Years of Quirk! is a premier performing-arts event in Brentford. 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: 40/100

Expected Attendance: 308 people

Event ID: R5RxBNA7yaeTp7z6DY

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 123 across all properties

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