

Mr. Scruff and Horse Meat Disco

DATE: Sunday, August 24, 2025

LOCATION: North Shields, GB

Event Description

Mr. Scruff and Horse Meat Disco is a premier concerts event in North Shields. 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: 45/100

Expected Attendance: 551 people

Event ID: chBrxkfZEHA5cRDcdN

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 220 across all properties

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