

MTR Clapham Grand: The Grand Matinee

DATE: Sunday, August 24, 2025
LOCATION: London, England, GB

Event Description

MTR Clapham Grand: The Grand Matinee is a premier performing-arts 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: performing-arts
Importance Rank: 39/100
Expected Attendance: 290 people
Event ID: Fy4Q5g8oXy6poYkwuG

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 116 across all properties

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