

Music & Memory Café – Age Friendly Live Entertainment

DATE: Wednesday, November 5, 2025
LOCATION: Brighton, Brighton and Hove, GB

Event Description

Music & Memory Café – Age Friendly Live Entertainment is a premier community event in Brighton. 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: community
Importance Rank: 30/100
Expected Attendance: 100 people
Event ID: HnrH6deBeF4E2EktG6

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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

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