

# My Life Story

DATE: Saturday, December 6, 2025

LOCATION: Brighton, England, GB

## Event Description

My Life Story is a premier concerts 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:** concerts

**Importance Rank:** 21/100

**Expected Attendance:** 34 people

**Event ID:** 3SagGd4YUtbLb26nLX

## Hotel Demand Indicators

**ADR Impact Index:** 3.3x 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:** 14 across all properties

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