

# mylittlebrother plus Hector Gannet at The Brickyard, Carlisle

DATE: Friday, October 17, 2025  
LOCATION: Carlisle, England, GB

---

## Event Description

mylittlebrother plus Hector Gannet at The Brickyard, Carlisle is a premier community event in Carlisle. 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:** 40/100  
**Expected Attendance:** 320 people  
**Event ID:** DtikoE5wsFEQKvW8F9

## 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:** 128 across all properties

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