

# Natasha Diggs, Mousse T., 2fox, and théos

DATE: Friday, September 12, 2025

LOCATION: London, England, GB

## Event Description

Natasha Diggs, Mousse T., 2fox, and théos is a premier concerts 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:** concerts

**Importance Rank:** 49/100

**Expected Attendance:** 894 people

**Event ID:** 46ueoy9dPs5voNqk3D

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 358 across all properties

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