

New Found Glory, Real Friends, and Koyo

DATE: Friday, October 10, 2025
LOCATION: Birmingham, England, GB

Event Description

New Found Glory, Real Friends, and Koyo is a premier concerts event in Birmingham. 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: 60/100

Expected Attendance: 2,999 people

Event ID: 657p3MpegdMq3C2Y3U

Hotel Demand Indicators

ADR Impact Index: 6.6x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,200 across all properties

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