

Nirvana UK, Pearl Scam, and Angry Hair

DATE: Saturday, November 15, 2025
LOCATION: Newcastle upon Tyne, England, GB

Event Description

Nirvana UK, Pearl Scam, and Angry Hair is a premier concerts event in Newcastle upon Tyne. 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: 54/100

Expected Attendance: 1,618 people

Event ID: 9GTfMxzBDoemN9bTX8

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 647 across all properties

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