

Olly Murs, Pet Shop Boys, Scissor Sisters, and 2 others

DATE: Friday, August 15, 2025
LOCATION: Stockton-on-tees, GB

Event Description

Olly Murs, Pet Shop Boys, Scissor Sisters, and 2 others is a premier festivals event in Stockton-on-tees. 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: festivals

Importance Rank: 37/100

Expected Attendance: 222 people

Event ID: 59wDeesZwxiuArDK3D

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 89 across all properties

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