

# "ONE NIGHT AFFAIR" TERRACE SOUL

## August Bank Holiday Sunday

DATE: Sunday, August 24, 2025  
LOCATION: Swindon, England, GB

### Event Description

"ONE NIGHT AFFAIR" TERRACE SOUL August Bank Holiday Sunday is a premier concerts event in Swindon. 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:** 30/100

**Expected Attendance:** 104 people

**Event ID:** AekdQyMMr9krmENkYP

### Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 42 across all properties

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