

Palaye Royale, The Hunna, and The Molotovs

DATE: Sunday, November 9, 2025
LOCATION: Birmingham, England, GB

Event Description

Palaye Royale, The Hunna, and The Molotovs 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: 3,157 people

Event ID: CX5P35gYbQvixMJdYJ

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: 1,263 across all properties

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