

Party In The Yard 2025, One Day Festival with The Beatles Dub Club + Lineup

DATE: Saturday, September 20, 2025
LOCATION: Ashford, England, GB

Event Description

Party In The Yard 2025, One Day Festival with The Beatles Dub Club + Lineup is a premier festivals event in Ashford. 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: 51/100

Expected Attendance: 1,136 people

Event ID: EsBaEtU3XD6fx77x3n

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 454 across all properties

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