

Passengers & Pioneers

DATE: Friday, September 12, 2025
LOCATION: Saltburn-by-the-Sea, England, GB

Event Description

Passengers & Pioneers is a premier performing-arts event in Saltburn-by-the-Sea. 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: performing-arts

Importance Rank: 39/100

Expected Attendance: 268 people

Event ID: E4HabpdNch8idXvy6T

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 107 across all properties

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