

# PLATFORM (Sunderland) - 5 September 2025

DATE: Friday, September 5, 2025  
LOCATION: Sunderland, England, GB

## Event Description

PLATFORM (Sunderland) - 5 September 2025 is a premier conferences event in Sunderland. 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:** conferences

**Importance Rank:** 27/100

**Expected Attendance:** 73 people

**Event ID:** EVkdXCFWa9JWaDwMck

## Hotel Demand Indicators

**ADR Impact Index:** 3.8x 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:** 29 across all properties

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