

# PLAY HOUSE | Virgo's Free, 2 Floors of House, UKG, Dancehall, RNB, & More

DATE: Saturday, August 30, 2025  
LOCATION: Romford, England, GB

## Event Description

PLAY HOUSE | Virgo's Free, 2 Floors of House, UKG, Dancehall, RNB, & More is a premier concerts event in Romford. 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:** 31/100

**Expected Attendance:** 108 people

**Event ID:** 78VXoDHv7KtjQPFHtx

## 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:** 43 across all properties

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