

# Psychic Cyclone at The Junction

DATE: Monday, October 27, 2025  
LOCATION: Sutton-in-Ashfield, England, GB

## Event Description

Psychic Cyclone at The Junction is a premier community event in Sutton-in-Ashfield. 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:** community

**Importance Rank:** 30/100

**Expected Attendance:** 100 people

**Event ID:** 6CcPMttZYwnTWU6fGW

## 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:** 40 across all properties

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