

QUO'D - A celebration of 1970's Frantic Four Status Quo

DATE: Saturday, January 31, 2026
LOCATION: London, GB

Event Description

QUO'D - A celebration of 1970's Frantic Four Status Quo is a premier concerts event in London. 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: 35/100

Expected Attendance: 182 people

Event ID: 5LvKi3Cfe4MTKsU8dm

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 73 across all properties

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