

Rachel as Shirley Bassey

DATE: Saturday, August 23, 2025
LOCATION: New Milton, England, GB

Event Description

Rachel as Shirley Bassey is a premier performing-arts event in New Milton. 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: 38/100

Expected Attendance: 258 people

Event ID: 4trDjfWSB8yNHkLxGv

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 103 across all properties

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