

# RCCG Youth Praise Fest: Illuminate

DATE: Saturday, October 25, 2025  
LOCATION: Chelmsford, England, GB

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## Event Description

RCCG Youth Praise Fest: Illuminate is a premier festivals event in Chelmsford. 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:** festivals

**Importance Rank:** 35/100

**Expected Attendance:** 183 people

**Event ID:** 9UnDbJVPeVAQzBFgBe

## 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.*

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Document generated on 6/4/2026, 6:39:14 AM