

Red Shahan in Weston

DATE: Thursday, August 28, 2025
LOCATION: Weston-super-Mare, England, GB

Event Description

Red Shahan in Weston is a premier concerts event in Weston-super-Mare. 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: 180 people

Event ID: HDkfUSfCxPP2orXRr2

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: 72 across all properties

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