

Relentless, The Hicksville Bombers, and Sharna Mae & the Mayhems

DATE: Thursday, September 4, 2025
LOCATION: Market Rasen, England, GB

Event Description

Relentless, The Hicksville Bombers, and Sharna Mae & the Mayhems is a premier festivals event in Market Rasen. 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: 59/100

Expected Attendance: 2,663 people

Event ID: HTE7KmJZbH969Rurs6

Hotel Demand Indicators

ADR Impact Index: 6.5x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,065 across all properties

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