

# Rio Sterling at Old Blue Last

DATE: Tuesday, September 23, 2025

LOCATION: London, England, GB

## Event Description

Rio Sterling at Old Blue Last 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:** 21/100

**Expected Attendance:** 36 people

**Event ID:** CarKhvim68CvWNJ8Z5

## Hotel Demand Indicators

**ADR Impact Index:** 3.3x 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:** 14 across all properties

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