

# Rita Millat - The Art of Becoming

DATE: Friday, August 22, 2025  
LOCATION: Lancaster, England, GB

## Event Description

Rita Millat - The Art of Becoming is a premier conferences event in Lancaster. 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:** conferences

**Importance Rank:** 28/100

**Expected Attendance:** 77 people

**Event ID:** hMKHP2cBw8z7SrMmet

## Hotel Demand Indicators

**ADR Impact Index:** 3.9x 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:** 31 across all properties

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