

# Roachford

DATE: Friday, November 28, 2025

LOCATION: Dubai, AE

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## Event Description

Roachford is a premier concerts event in Dubai. 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:** 50/100

**Expected Attendance:** 10,000 people

**Event ID:** FBwBnWjVHqpSedxERP

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 4,000 across all properties

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

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<https://becircadian.com/events/roachford>

Document generated on 6/3/2026, 9:12:34 PM