

SARAYA NU DASDO BY JAGPARAM SINGH (FIRST TIME THE UK) - BIRMINGHAM

DATE: Sunday, August 17, 2025
LOCATION: Smethwick, England, GB

Event Description

SARAYA NU DASDO BY JAGPARAM SINGH (FIRST TIME THE UK) - BIRMINGHAM is a premier performing-arts event in Smethwick. 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: performing-arts

Importance Rank: 29/100

Expected Attendance: 87 people

Event ID: 4tQWnfkE5uX6FGqiqJ

Hotel Demand Indicators

ADR Impact Index: 4.0x 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: 35 across all properties

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