

# SBLA Durga Puja 2025, London

DATE: Saturday, September 27, 2025

LOCATION: London, England, GB

## Event Description

SBLA Durga Puja 2025, London is a premier festivals 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:** festivals

**Importance Rank:** 43/100

**Expected Attendance:** 458 people

**Event ID:** CSTsan5sAKrT9xw4q5

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 183 across all properties

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