# Seamus Moore - The JCB Man

DATE: Friday, December 5, 2025
LOCATION: Derby, England, GB

## Event Description

Seamus Moore - The JCB Man is a premier concerts event in Derby. 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:** 39/100
**Expected Attendance:** 275 people
**Event ID:** ERMp6teK9mvHb7Jbbc

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 110 across all properties

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