

# Second Speed: I Hate Models Liverpool

DATE: Saturday, November 22, 2025

LOCATION: Liverpool, England, GB

## Event Description

Second Speed: I Hate Models Liverpool is a premier concerts event in Liverpool. 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:** 66/100

**Expected Attendance:** 6,567 people

**Event ID:** BXU3GTyh2ukiUSvBNa

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x 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:** 2,627 across all properties

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