

Sigma Sports Hampton Wick x Velocio x Maddy Nutt Gravel Ride

DATE: Saturday, September 20, 2025
LOCATION: Hampton Wick, England, GB

Event Description

Sigma Sports Hampton Wick x Velocio x Maddy Nutt Gravel Ride is a premier community event in Hampton Wick. 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: community
Importance Rank: 30/100
Expected Attendance: 100 people
Event ID: 7eiGf574Mxtz2sppSj

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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