

Sigma Sports Letchworth November Social Ride

DATE: Saturday, November 1, 2025
LOCATION: Letchworth Garden City, England, GB

Event Description

Sigma Sports Letchworth November Social Ride is a premier community event in Letchworth Garden City. 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: J39PF9PrwpautERK8

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.