

Sigma Sports Letchworth October Social Ride

DATE: Sunday, October 5, 2025
LOCATION: Letchworth Garden City, England, GB

Event Description

Sigma Sports Letchworth October 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: 32/100
Expected Attendance: 132 people
Event ID: DK6mNi7eyKeGntV3Zw

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 53 across all properties

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