

Silver Swans Summer Session: Coppélia(Whitchurch)

DATE: Wednesday, August 20, 2025
LOCATION: Ross-on-Wye, England, GB

Event Description

Silver Swans Summer Session: Coppélia(Whitchurch) is a premier performing-arts event in Ross-on-Wye. 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: performing-arts

Importance Rank: 28/100

Expected Attendance: 84 people

Event ID: 8GvQDssfF3UxJ9bn7w

Hotel Demand Indicators

ADR Impact Index: 3.9x 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: 34 across all properties

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