

Silver Swans Summer Session: Sleeping Beauty(Whitchurch)

DATE: Wednesday, August 27, 2025
LOCATION: Ross-on-Wye, England, GB

Event Description

Silver Swans Summer Session: Sleeping Beauty(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: 5QxYs7UVtGNsYAUZTV

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.