

SOAK'D Pineapple X SANDZ Ultra Weekend SUNDAY DAY 2 SANDZ

DATE: Sunday, August 17, 2025
LOCATION: Croydon, England, GB

Event Description

SOAK'D Pineapple X SANDZ Ultra Weekend SUNDAY DAY 2 SANDZ is a premier festivals event in Croydon. 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: festivals
Importance Rank: 43/100
Expected Attendance: 471 people
Event ID: HKC9kZYK3maYawPHyN

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 188 across all properties

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