

Soft Cell, Cutting Crew, Blue, and 17 others

DATE: Friday, August 15, 2025
LOCATION: Henley-on-Thames, England, GB

Event Description

Soft Cell, Cutting Crew, Blue, and 17 others is a premier festivals event in Henley-on-Thames. 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: 57/100

Expected Attendance: 2,250 people

Event ID: 6UKoB5w2r2gsBPhQ5G

Hotel Demand Indicators

ADR Impact Index: 6.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 900 across all properties

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