

# Solihull Pride Parade

DATE: Saturday, September 6, 2025

LOCATION: Solihull, England, GB

## Event Description

Solihull Pride Parade is a premier festivals event in Solihull. 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:** 28/100

**Expected Attendance:** 83 people

**Event ID:** 36axa7c5q6oxQh3Uyr

## 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:** 33 across all properties

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

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<https://becircadian.com/events/solihull-pride-parade>

Document generated on 6/3/2026, 8:34:12 PM