

# Sonic Boom Six and Eat The Evidence

DATE: Saturday, December 20, 2025

LOCATION: London, England, GB

## Event Description

Sonic Boom Six and Eat The Evidence is a premier concerts event in London. 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:** concerts

**Importance Rank:** 25/100

**Expected Attendance:** 54 people

**Event ID:** 6HZKETzHkVvzVd7gKm

## Hotel Demand Indicators

**ADR Impact Index:** 3.6x 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:** 22 across all properties

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