

# SOSA, Fleur Shore, and KIDOO

DATE: Wednesday, December 31, 2025

LOCATION: London, England, GB

## Event Description

SOSA, Fleur Shore, and KIDOO 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:** 48/100

**Expected Attendance:** 825 people

**Event ID:** 4Fu7s2ECGaP4X7Gyj6

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 330 across all properties

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