

Souls of Mischief and Andy H

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

Event Description

Souls of Mischief and Andy H is a premier concerts event in Sheffield. 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: 45/100

Expected Attendance: 593 people

Event ID: Eet87iTtoJunDwUVnC

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 237 across all properties

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