

South East Dance Festival

DATE: Saturday, August 23, 2025
LOCATION: Southend-on-Sea, England, GB

Event Description

South East Dance Festival is a premier performing-arts event in Southend-on-Sea. 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: performing-arts
Importance Rank: 44/100
Expected Attendance: 486 people
Event ID: AyvBSbFLrdBuQGWwaV

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 194 across all properties

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