

South East Soul & Reggae Festival

DATE: Sunday, August 24, 2025
LOCATION: Southend-on-Sea, England, GB

Event Description

South East Soul & Reggae Festival is a premier festivals 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: festivals

Importance Rank: 52/100

Expected Attendance: 1,204 people

Event ID: 82K6Nica3Dq7aWWC6H

Hotel Demand Indicators

ADR Impact Index: 5.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 482 across all properties

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

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