

Southport Trip (A)- Friday 22nd August, 10am - St Nicholas pick up

DATE: Friday, August 22, 2025
LOCATION: Manchester, England, GB

Event Description

Southport Trip (A)- Friday 22nd August, 10am - St Nicholas pick up is a premier performing-arts event in Manchester. 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: 43/100

Expected Attendance: 434 people

Event ID: 9us7ccybr3emDYtMMP

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: 174 across all properties

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