

# ST Helens Gala 2025

DATE: Saturday, August 30, 2025  
LOCATION: Saint Helens, England, GB

## Event Description

ST Helens Gala 2025 is a premier sports event in Saint Helens. 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:** sports

**Importance Rank:** 65/100

**Expected Attendance:** 5,612 people

**Event ID:** G8nR847pqL8RkVDRx3

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,245 across all properties

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