

STAY CURIOUS PARTY! Alpha Launch in Mortimer and Burghfield - Autumn 2025

DATE: Tuesday, September 16, 2025
LOCATION: Burghfield Common, England, GB

Event Description

STAY CURIOUS PARTY! Alpha Launch in Mortimer and Burghfield - Autumn 2025 is a premier festivals event in Burghfield Common. 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: 33/100

Expected Attendance: 145 people

Event ID: BPxWzLn6uS6b57W65A

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 58 across all properties

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