

# Sticky Wicket Beer & Music Festival - Saturday

DATE: Saturday, September 6, 2025  
LOCATION: Penrith, England, GB

## Event Description

Sticky Wicket Beer & Music Festival - Saturday is a premier festivals event in Penrith. 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:** 44/100

**Expected Attendance:** 508 people

**Event ID:** 8JyvwhjT5PMY8jRJqq

## 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:** 203 across all properties

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