

Strange Phenomena

DATE: Wednesday, August 20, 2025
LOCATION: Stockton-on-Tees, England, GB

Event Description

Strange Phenomena is a premier concerts event in Stockton-on-Tees. 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: concerts

Importance Rank: 36/100

Expected Attendance: 197 people

Event ID: 6JLZrgYCjhUoHNJsvh

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 79 across all properties

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