

# Study Visit 5: Luton Henge by Matthew Rosier

DATE: Wednesday, September 3, 2025  
LOCATION: Luton, England, GB

## Event Description

Study Visit 5: Luton Henge by Matthew Rosier is a premier conferences event in Luton. 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:** conferences

**Importance Rank:** 33/100

**Expected Attendance:** 149 people

**Event ID:** EPY9dcW4YQXnE9eBtH

## 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:** 60 across all properties

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