

# Surbiton - Bach to Baby Family Concert

DATE: Tuesday, August 19, 2025  
LOCATION: Surbiton, Kingston upon Thames, GB

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## Event Description

Surbiton - Bach to Baby Family Concert is a premier concerts event in Surbiton. 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:** 198 people

**Event ID:** 4X9BksvMAtjfyAUULQ

## 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.*

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Document generated on 6/4/2026, 10:59:27 AM