

TaylorMania: a Swiftie Celebration at Indigo At The O2

DATE: Sunday, August 24, 2025
LOCATION: London, England, GB

Event Description

TaylorMania: a Swiftie Celebration at Indigo At The O2 is a premier concerts event in London. 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: 53/100

Expected Attendance: 1,486 people

Event ID: FvbjtKpJp2sjWWEs2j

Hotel Demand Indicators

ADR Impact Index: 6.0x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 594 across all properties

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