

# The Art of a Lifetime: A Conversation with Ian Smith & Sheila Appleton

DATE: Sunday, August 31, 2025  
LOCATION: Saint Annes on the Sea, Lancashire, GB

## Event Description

The Art of a Lifetime: A Conversation with Ian Smith & Sheila Appleton is a premier conferences event in Saint Annes on the Sea. 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:** 28/100

**Expected Attendance:** 75 people

**Event ID:** H52WwqTkYr6PgTrYuW

## Hotel Demand Indicators

**ADR Impact Index:** 3.9x 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:** 30 across all properties

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