

The Big Pilgrimage

DATE: Sunday, August 17, 2025
LOCATION: Southampton, England, GB

Event Description

The Big Pilgrimage is a premier sports event in Southampton. 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: sports

Importance Rank: 35/100

Expected Attendance: 186 people

Event ID: 5M2sP9rGefwdhB3paE

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 74 across all properties

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