

# The Earth has a Voice

DATE: Wednesday, August 27, 2025

LOCATION: Andover, England, GB

## Event Description

The Earth has a Voice is a premier concerts event in Andover. 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:** 32/100

**Expected Attendance:** 119 people

**Event ID:** 9Dn5Su8LAYWZx4JFXp

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 48 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/the-earth-has-a-voice>

Document generated on 6/4/2026, 2:54:11 AM