

# The Marriage Market

DATE: Saturday, August 16, 2025

LOCATION: Newport, Wales, GB

## Event Description

The Marriage Market is a premier concerts event in Newport. 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:** 29/100

**Expected Attendance:** 93 people

**Event ID:** Gc7eeBJNaJiwowFXcp

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 37 across all properties

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

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<https://becircadian.com/events/the-marriage-market>

Document generated on 6/4/2026, 1:47:48 AM