

The Naked, Mechanicals, Mia Langridge, Sky Sailor & Ziggy Phoenix

DATE: Saturday, September 6, 2025
LOCATION: Brighton and Hove, England, GB

Event Description

The Naked, Mechanicals, Mia Langridge, Sky Sailor & Ziggy Phoenix is a premier concerts event in Brighton and Hove. 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: 30/100

Expected Attendance: 104 people

Event ID: E4jQR3EPyUBXKyJ2is

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 42 across all properties

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