

# The Stranglers and The Skids

DATE: Saturday, September 13, 2025

LOCATION: Watford, England, GB

## Event Description

The Stranglers and The Skids is a premier concerts event in Watford. 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:** 50/100

**Expected Attendance:** 1,045 people

**Event ID:** 9RYVMfSG6VUUcjWGLf

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 418 across all properties

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