

These Wicked Rivers, The Virginmarys, and Blue Nation

DATE: Saturday, August 16, 2025
LOCATION: Morecambe, England, GB

Event Description

These Wicked Rivers, The Virginmarys, and Blue Nation is a premier concerts event in Morecambe. 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: 49/100

Expected Attendance: 941 people

Event ID: 6cmPvRyypABtgqz7P6

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 376 across all properties

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