

Thrive Outside Celebrates 20 Years of York 50 Plus Festival

DATE: Friday, September 26, 2025
LOCATION: York, England, GB

Event Description

Thrive Outside Celebrates 20 Years of York 50 Plus Festival is a premier festivals event in York. 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: festivals

Importance Rank: 35/100

Expected Attendance: 183 people

Event ID: 8GrJeDcs3k3XeKbMp6

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 73 across all properties

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