

Todd Terry, Mark Knight, and Martin Ikin

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

Event Description

Todd Terry, Mark Knight, and Martin Ikin is a premier concerts event in London. 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: 55/100

Expected Attendance: 1,722 people

Event ID: HPMj95azCFHG55oyZR

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 689 across all properties

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