

Ukrainian Independence Day / AD5CÔL A

DATE: Saturday, September 13, 2025

LOCATION: Hereford, England, GB

Event Description

Ukrainian Independence Day / AD5CÔL A is a premier concerts event in 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: 28/100

Expected Attendance: 77 people

Event ID: 86tcggh85j6skrMS6c

Hotel Demand Indicators

ADR Impact Index: 3.9x 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: 31 across all properties

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