

# Velvet Sundays

DATE: Sunday, August 24, 2025  
LOCATION: Gravesend, England, GB

---

## Event Description

Velvet Sundays is a premier community event in Gravesend. 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:** community

**Importance Rank:** 23/100

**Expected Attendance:** 47 people

**Event ID:** 9V3KYiVbXsG7Q5ABS

## Hotel Demand Indicators

**ADR Impact Index:** 3.5x 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:** 19 across all properties

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

---