

Vernon Kay - BBC Radio 2 Dance Sounds of the 90s

The Live Tour.

DATE: Saturday, August 30, 2025
LOCATION: Bournemouth, England, GB

Event Description

Vernon Kay - BBC Radio 2 Dance Sounds of the 90s The Live Tour. is a premier concerts event in Bournemouth. 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: 46/100
Expected Attendance: 623 people
Event ID: 9TY6rW4HdmWf27qE5e

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 249 across all properties

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