

West Midlands Sisterhood Christmas Extravaganza

DATE: Saturday, December 20, 2025
LOCATION: Birmingham, England, GB

Event Description

West Midlands Sisterhood Christmas Extravaganza is a premier festivals event in Birmingham. 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: 40/100

Expected Attendance: 299 people

Event ID: 34kDZsvykdTNQLp3df

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 120 across all properties

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