

Wet Wet Wet and Heather Small - The Voice Of M People

DATE: Friday, October 24, 2025
LOCATION: Portsmouth, England, GB

Event Description

Wet Wet Wet and Heather Small - The Voice Of M People is a premier concerts event in Portsmouth. 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: 1,682 people

Event ID: CvbdjCfkdCfGsr5HgX

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: 673 across all properties

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