

# When Rivers Meet and Georgia Nevada

DATE: Thursday, November 27, 2025

LOCATION: Reading, England, GB

## Event Description

When Rivers Meet and Georgia Nevada is a premier concerts event in Reading. 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:** 40/100

**Expected Attendance:** 328 people

**Event ID:** cJrMy2jTqVyeTPwxyQ

## 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:** 131 across all properties

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