

YHWH Nailgun and Van Zon

DATE: Thursday, August 21, 2025
LOCATION: Brighton and Hove, England, GB

Event Description

YHWH Nailgun and Van Zon is a premier concerts event in Brighton and Hove. 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: 49/100

Expected Attendance: 905 people

Event ID: EwPeq38PxKc8P4RSVB

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 362 across all properties

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

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