

# Ziggy Alberts, Nathan Ball, Áine Deane, and 2 others

DATE: Thursday, October 23, 2025  
LOCATION: London, England, GB

## Event Description

Ziggy Alberts, Nathan Ball, Áine Deane, and 2 others is a premier concerts event in London. 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:** 60/100

**Expected Attendance:** 3,205 people

**Event ID:** 3ghC5uA6Ei5M75C8kz

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x 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:** 1,282 across all properties

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