# London hotel industry hits new highs as Oasis reunion and Wimbledon boost revenue in July 2025



London’s hotel industry experienced an exceptional surge in July 2025, achieving record-breaking revenue driven by two major events: the Oasis reunion concerts and the Wimbledon tennis championships. Data from CoStar, a prominent real estate analytics provider, highlights that the capital’s hotel sector hit unprecedented heights in occupancy, average daily rate (ADR), and revenue per available room (RevPAR).

The Oasis reunion marked a significant moment, as the band performed in London for the first time in over 16 years. Their five sold-out shows at Wembley Stadium, particularly the cluster of concerts towards the end of July, attracted tens of thousands of fans to the city. The second concert night recorded a peak hotel room occupancy of 91.6%, with an ADR of £239.33 and RevPAR reaching £219.15. This influx of visitors had a profound impact on local hotels, pushing demand and room rates to historic levels.

Simultaneously, Wimbledon proved equally influential on London’s hospitality market. The women’s final on 12 July saw hotel occupancy rates peak at 94.7%, accompanied by a striking ADR of £276.72 and a RevPAR of £262.01. The subsequent men’s final, held the following day, further maintained high occupancy, with the overall hotel industry occupancy averaging 88.6% for the month. Rates remained above 80% occupancy on all but two days throughout July, underscoring the sustained demand generated by the tournament.

Despite a relatively "muted performance" in the earlier part of 2025, according to Alexander Robinson, regional director at STR (a company related to CoStar), these key events helped London’s hotel market reach its highest levels since 2018. His analysis also highlights the challenge London faces due to its size, with around 165,000 rooms available citywide. Unlike smaller UK cities such as Manchester or Edinburgh, which have significantly fewer rooms, major events in the capital need to be larger or more frequent to "move the needle" significantly in market performance.

Broader economic data reinforces this sector growth. Government figures from the Office for National Statistics indicate that prices in UK restaurants and hotels rose by 3.4% in the 12 months to July 2025, up from 2.6% the previous year, with the increase largely driven by accommodation services. Specifically, overnight hotel stays booked the night before have experienced a notable rise in price, reflecting the tight market conditions during peak event periods.

Overall, London’s hotel market is characterised by strong resilience and capacity to capitalise on major events despite wider macroeconomic headwinds and increasing competition. Although London has a large supply of hotel rooms, the powerful pull of events like the Oasis reunion and Wimbledon tennis shows how the city’s hospitality sector continues to deliver record revenue and occupancy levels.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.independent.co.uk/travel/news-and-advice/oasis-wimbledon-london-hotel-rates-rise-b2815777.html), [[4]](https://www.hospitalitynet.org/news/4128531.html), [[6]](https://www.hotelnewsresource.com/article137654.html)
* Paragraph 2 – [[1]](https://www.independent.co.uk/travel/news-and-advice/oasis-wimbledon-london-hotel-rates-rise-b2815777.html), [[3]](https://www.hotelmanagement-network.com/news/london-hotel-occupancy-highest-since-2018/), [[5]](https://www.regencypurchasing.co.uk/two-reasons-why-london-hotel-rates-reach-record-highs-in-july/), [[7]](https://www.4hoteliers.com/news/story/25631)
* Paragraph 3 – [[1]](https://www.independent.co.uk/travel/news-and-advice/oasis-wimbledon-london-hotel-rates-rise-b2815777.html), [[2]](https://www.independent.co.uk/travel/news-and-advice/oasis-wimbledon-london-hotel-rates-rise-b2815777.html), [[3]](https://www.hotelmanagement-network.com/news/london-hotel-occupancy-highest-since-2018/), [[4]](https://www.hospitalitynet.org/news/4128531.html)
* Paragraph 4 – [[1]](https://www.independent.co.uk/travel/news-and-advice/oasis-wimbledon-london-hotel-rates-rise-b2815777.html)
* Paragraph 5 – [[1]](https://www.independent.co.uk/travel/news-and-advice/oasis-wimbledon-london-hotel-rates-rise-b2815777.html), [[2]](https://www.independent.co.uk/travel/news-and-advice/oasis-wimbledon-london-hotel-rates-rise-b2815777.html), [[4]](https://www.hospitalitynet.org/news/4128531.html)
* Paragraph 6 – [[1]](https://www.independent.co.uk/travel/news-and-advice/oasis-wimbledon-london-hotel-rates-rise-b2815777.html), [[4]](https://www.hospitalitynet.org/news/4128531.html)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.independent.co.uk/travel/news-and-advice/oasis-wimbledon-london-hotel-rates-rise-b2815777.html> - Please view link - unable to able to access data
2. <https://www.independent.co.uk/travel/news-and-advice/oasis-wimbledon-london-hotel-rates-rise-b2815777.html> - In July 2025, London's hotel industry achieved record-breaking revenue, driven by major events like the Oasis reunion concerts and Wimbledon matches. The Oasis concerts, marking the band's first London performances in over 16 years, attracted tens of thousands of fans, leading to a peak room occupancy of 91% during the second concert. Similarly, Wimbledon events, particularly the women's final on 12 July, saw hotel occupancy reach 94%, with average daily rates (ADR) and revenue per available room (RevPAR) also hitting new highs. Overall, the city's hotel occupancy averaged 88.6% for the month, with ADR rising to £234 and RevPAR to £207.93, reflecting a 2.4% and 3.3% increase year-on-year, respectively. These figures underscore the significant impact of major events on London's hospitality sector.
3. <https://www.hotelmanagement-network.com/news/london-hotel-occupancy-highest-since-2018/> - In July 2025, London's hotel market reached unprecedented levels, with average daily rates (ADR) and revenue per available room (RevPAR) both soaring to new peaks. This surge was driven by major events such as Wimbledon and the Oasis concert series. The ADR climbed to £234.58, marking a 2.4% rise compared to July 2024, while RevPAR increased by 3.3% to £207.93. Occupancy rates stood at 88.6%, the highest since July 2018. Notably, during the Wimbledon women's final on 12 July, occupancy peaked at 94.7%, with ADR at £276.72 and RevPAR at £262.01. The Oasis concerts at Wembley Stadium on 25, 26, and 30 July also contributed significantly, with the second concert night achieving occupancy of 91.6%, ADR of £239.33, and RevPAR of £219.15.
4. <https://www.hospitalitynet.org/news/4128531.html> - London's hotel industry experienced record-breaking performance in July 2025, with the Wimbledon Championship and Oasis Tour contributing to the highest average daily rate (ADR) and revenue per available room (RevPAR) on record. Preliminary data from CoStar revealed that ADR reached £234.58, a 2.4% increase from the previous year, and RevPAR rose by 3.3% to £207.93. Occupancy rates stood at 88.6%, marking the highest level since July 2018. The Wimbledon women's final on 12 July saw occupancy peak at 94.7%, with ADR at £276.72 and RevPAR at £262.01. The Oasis concerts at Wembley Stadium on 25, 26, and 30 July further boosted performance, with the second concert night achieving occupancy of 91.6%, ADR of £239.33, and RevPAR of £219.15.
5. <https://www.regencypurchasing.co.uk/two-reasons-why-london-hotel-rates-reach-record-highs-in-july/> - In July 2025, London's hotel room rates reached record highs, driven by the Oasis concerts at Wembley and the Wimbledon tennis championships. Data indicated that the average daily rate (ADR) was £234.58, up 2.4% year-on-year, and revenue per available room (RevPAR) was £207.93, up 3.3%. Occupancy was 88.6%, the highest level since July 2018. The Wimbledon women's final on 12 July saw occupancy peak at 94.7%, with ADR at £276.72 and RevPAR at £262.01. The Oasis concerts on 25, 26, and 30 July also contributed significantly, with the second performance night achieving occupancy of 91.6%, ADR of £239.33, and RevPAR of £219.15.
6. <https://www.hotelnewsresource.com/article137654.html> - In July 2025, London's hotel industry achieved record-breaking performance, with the Wimbledon Championship and Oasis Tour contributing to the highest average daily rate (ADR) and revenue per available room (RevPAR) on record. Preliminary data from CoStar revealed that ADR reached £234.58, a 2.4% increase from the previous year, and RevPAR rose by 3.3% to £207.93. Occupancy rates stood at 88.6%, marking the highest level since July 2018. The Wimbledon women's final on 12 July saw occupancy peak at 94.7%, with ADR at £276.72 and RevPAR at £262.01. The Oasis concerts at Wembley Stadium on 25, 26, and 30 July further boosted performance, with the second concert night achieving occupancy of 91.6%, ADR of £239.33, and RevPAR of £219.15.
7. <https://www.4hoteliers.com/news/story/25631> - In July 2025, London's hotel industry achieved record-breaking performance, with the Wimbledon Championship and Oasis Tour contributing to the highest average daily rate (ADR) and revenue per available room (RevPAR) on record. Preliminary data from CoStar revealed that ADR reached £234.58, a 2.4% increase from the previous year, and RevPAR rose by 3.3% to £207.93. Occupancy rates stood at 88.6%, marking the highest level since July 2018. The Wimbledon women's final on 12 July saw occupancy peak at 94.7%, with ADR at £276.72 and RevPAR at £262.01. The Oasis concerts at Wembley Stadium on 25, 26, and 30 July further boosted performance, with the second concert night achieving occupancy of 91.6%, ADR of £239.33, and RevPAR of £219.15.