

# Al Murray - All You Need Is Guv

DATE: Sunday, February 8, 2026  
LOCATION: Royal Tunbridge Wells, England, GB

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## Event Description

Al Murray - All You Need Is Guv is a premier performing-arts event in Royal Tunbridge Wells. 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:** performing-arts

**Importance Rank:** 40/100

**Expected Attendance:** 319 people

**Event ID:** 9a7B6go6TM88XouEPS

## 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:** 128 across all properties

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

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