

Big Deal Wednesday - New Act Night

DATE: Wednesday, January 7, 2026
LOCATION: Cambridge, England, GB

Event Description

Big Deal Wednesday - New Act Night is a premier performing-arts event in Cambridge. 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: 22/100
Expected Attendance: 41 people
Event ID: 5evmzazhquqHNp59rZ

Hotel Demand Indicators

ADR Impact Index: 3.4x 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: 16 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/big-deal-wednesday-new-act-night>

Document generated on 6/4/2026, 5:02:48 AM