

Bluey's Big Play - *Relaxed performance*

DATE: Thursday, January 8, 2026
LOCATION: London, England, GB

Event Description

Bluey's Big Play - *Relaxed performance* is a premier performing-arts 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: performing-arts
Importance Rank: 54/100
Expected Attendance: 1,603 people
Event ID: DmoaLTiTH5aHp2nEqf

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 641 across all properties

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