

Breakin Science x Drumatics Leicester | Drum & Bass All Nighter

DATE: Saturday, January 31, 2026
LOCATION: Loughborough, England, GB

Event Description

Breakin Science x Drumatics Leicester | Drum & Bass All Nighter is a premier concerts event in Loughborough. 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: 30/100
Expected Attendance: 105 people
Event ID: 93dWszit2V6QrksD3i

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 42 across all properties

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