

# Dead Ringers: The 25th Anniversary Tour

DATE: Sunday, October 5, 2025  
LOCATION: Cheltenham, England, GB

## Event Description

Dead Ringers: The 25th Anniversary Tour is a premier performing-arts event in Cheltenham. 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:** BuJSEfQG8qAj6DwcDh

## 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.*