

# Divided By Design at New Cross Inn

DATE: Friday, January 2, 2026  
LOCATION: London, England, GB

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## Event Description

Divided By Design at New Cross Inn is a premier concerts 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:** concerts

**Importance Rank:** 19/100

**Expected Attendance:** 27 people

**Event ID:** 5j3FB3pbEJS4xsd7To

## Hotel Demand Indicators

**ADR Impact Index:** 3.1x 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:** 11 across all properties

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

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