

FRONTLINEdance presents: UPROOT!

DATE: Wednesday, August 27, 2025
LOCATION: Stoke-on-Trent, England, GB

Event Description

FRONTLINEdance presents: UPROOT! is a premier performing-arts event in Stoke-on-Trent. 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: 26/100

Expected Attendance: 61 people

Event ID: 9NQDJ2GPojnkUcySVy

Hotel Demand Indicators

ADR Impact Index: 3.7x 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: 24 across all properties

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

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