

'Hope Is' - A Pop-Up Art Exhibition

DATE: Saturday, September 13, 2025

LOCATION: London, England, GB

Event Description

'Hope Is' - A Pop-Up Art Exhibition is a premier expos 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: expos

Importance Rank: 59/100

Expected Attendance: 2,939 people

Event ID: CYe5UoCVf56XRynk5m

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,176 across all properties

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