

IN THE MIX: A Night of Film, Music and Art!

DATE: Friday, September 5, 2025
LOCATION: Manchester, England, GB

Event Description

IN THE MIX: A Night of Film, Music and Art! is a premier performing-arts event in Manchester. 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: 39/100
Expected Attendance: 272 people
Event ID: Sm5693VEtSLRNGUw7c

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 109 across all properties

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