

Inside No.9

DATE: Saturday, January 3, 2026
LOCATION: London, England, GB

Event Description

Inside No.9 is a premier performing-arts 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: performing-arts

Importance Rank: 58/100

Expected Attendance: 2,657 people

Event ID: BRuiJ5MvxjFuKTj9Cz

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,063 across all properties

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