

Laugh it up @ Ikon

DATE: Saturday, September 6, 2025
LOCATION: Wolverhampton, England, GB

Event Description

Laugh it up @ Ikon is a premier performing-arts event in Wolverhampton. 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: 43/100
Expected Attendance: 460 people
Event ID: Bu764Q8z2oDQEH6n2m

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 184 across all properties

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