

# Luke Adam Hawker Pop-up Gallery

DATE: Saturday, September 20, 2025

LOCATION: Weybridge, England, GB

## Event Description

Luke Adam Hawker Pop-up Gallery is a premier festivals event in Weybridge. 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:** festivals

**Importance Rank:** 47/100

**Expected Attendance:** 706 people

**Event ID:** AgLS4akvuCfDqvHf7x

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 282 across all properties

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