

Mamma Mania! Here we go again, at Haigh Hall!

DATE: Friday, August 22, 2025
LOCATION: Wigan, England, GB

Event Description

Mamma Mania! Here we go again, at Haigh Hall! is a premier performing-arts event in Wigan. 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: 295 people

Event ID: 5PDH3vHv3VkkDCQaKc

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: 118 across all properties

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