

# NOW! That's What I Call...DRAG! Me Back To The 90s! Colchester!

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

---

## Event Description

NOW! That's What I Call...DRAG! Me Back To The 90s! Colchester! is a premier performing-arts event in Colchester. 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:** 34/100  
**Expected Attendance:** 164 people  
**Event ID:** HgBgDpawDVHzNZtPhY

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 66 across all properties

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

---