

Open Air Theatre - Alice Through The Looking Glass

DATE: Tuesday, August 26, 2025
LOCATION: Houghton Regis, England, GB

Event Description

Open Air Theatre - Alice Through The Looking Glass is a premier performing-arts event in Houghton Regis. 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: 29/100

Expected Attendance: 92 people

Event ID: B7cdmtuYJJYKdM4xZc

Hotel Demand Indicators

ADR Impact Index: 4.0x 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: 37 across all properties

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