

# PAO PESTANA - ON DECKS

DATE: Saturday, September 13, 2025

LOCATION: London, England, GB

---

## Event Description

PAO PESTANA - ON DECKS is a premier performing-arts event in London. 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:** 37/100

**Expected Attendance:** 217 people

**Event ID:** CjktYrQ9LFRMqXUaJ2

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 87 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/pao-pestana-on-decks>

Document generated on 6/4/2026, 2:23:27 AM