

Raise the Roof for 2026! – Live at The Thomas Wolsey

DATE: Wednesday, December 31, 2025
LOCATION: Ipswich, England, GB

Event Description

Raise the Roof for 2026! – Live at The Thomas Wolsey is a premier performing-arts event in Ipswich. 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: 49/100
Expected Attendance: 893 people
Event ID: BgJ43435x7D6vfPPmF

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 357 across all properties

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