

# Roger McGough Alive & Gigging

DATE: Wednesday, September 3, 2025

LOCATION: King's Lynn, England, GB

## Event Description

Roger McGough Alive & Gigging is a premier performing-arts event in King's Lynn. 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:** 38/100

**Expected Attendance:** 260 people

**Event ID:** 99mUKixFpAjqUG6cGh

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 104 across all properties

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