

# Smileys - Work in progress

DATE: Saturday, August 30, 2025  
LOCATION: London, England, GB

---

## Event Description

Smileys - Work in progress 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:** 32/100  
**Expected Attendance:** 120 people  
**Event ID:** XtSGkBhpLUiKg5mm5a

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 48 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/smileys-work-in-progress>

Document generated on 6/3/2026, 8:31:50 PM