

Strictly Come Dancing Live Tour 2026

DATE: Tuesday, February 10, 2026
LOCATION: Nottingham, England, GB

Event Description

Strictly Come Dancing Live Tour 2026 is a premier performing-arts event in Nottingham. 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: 59/100

Expected Attendance: 2,936 people

Event ID: ASzrPLN6bFHnGUdr76

Hotel Demand Indicators

ADR Impact Index: 6.5x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,174 across all properties

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