

# The Alex Hamilton Band

DATE: Friday, January 23, 2026  
LOCATION: Stockton-on-Tees, England, GB

## Event Description

The Alex Hamilton Band is a premier concerts event in Stockton-on-Tees. 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:** concerts

**Importance Rank:** 24/100

**Expected Attendance:** 50 people

**Event ID:** 5jvHdk33eQ4iECTAdk

## Hotel Demand Indicators

**ADR Impact Index:** 3.5x 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:** 20 across all properties

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