

The Hatch presents the return of the Shake 'n' Bake comedy night

DATE: Thursday, September 11, 2025
LOCATION: Southend-on-Sea, England, GB

Event Description

The Hatch presents the return of the Shake 'n' Bake comedy night is a premier performing-arts event in Southend-on-Sea. 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: 41/100

Expected Attendance: 366 people

Event ID: 57YYoP5Q8cmCLS52NC

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 146 across all properties

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