

# This Wasn't The Plan: Work in Progress by Iman Ahmedani and Stuti Johri

DATE: Saturday, September 6, 2025  
LOCATION: London, England, GB

## Event Description

This Wasn't The Plan: Work in Progress by Iman Ahmedani and Stuti Johri 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:** 29/100

**Expected Attendance:** 85 people

**Event ID:** 9YJZ55pr8zXtfo6fsc

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 34 across all properties

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