

# Wallace & Gromit; The Wrong Trousers in Concert!

DATE: Saturday, August 16, 2025  
LOCATION: Lincoln, England, GB

## Event Description

Wallace & Gromit; The Wrong Trousers in Concert! is a premier performing-arts event in Lincoln. 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:** 27/100

**Expected Attendance:** 69 people

**Event ID:** H9T73Rpg2iyxR6dWRS

## Hotel Demand Indicators

**ADR Impact Index:** 3.8x 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:** 28 across all properties

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