

WHAT WE DO IS ICONIK

DATE: Saturday, September 20, 2025

LOCATION: London, England, GB

Event Description

WHAT WE DO IS ICONIK is a premier expos 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: expos

Importance Rank: 46/100

Expected Attendance: 654 people

Event ID: CYeEaSUiXTy3FsXHDW

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 262 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/what-we-do-is-iconik>

Document generated on 6/3/2026, 10:38:11 PM