

Winter Wander

DATE: Saturday, January 31, 2026

LOCATION: London, England, GB

Event Description

Winter Wander is a premier festivals 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: festivals

Importance Rank: 50/100

Expected Attendance: 961 people

Event ID: 4DnPyvp4Qy27jdcKR2

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 384 across all properties

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