

'(BIG FLASH SALE — UP TO 60% OFF '(

DATE: Wednesday, October 15, 2025

LOCATION: London, England, GB

Event Description

'(BIG FLASH SALE — UP TO 60% OFF '(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: 62/100

Expected Attendance: 3,882 people

Event ID: ComCoJYBw4nB8WHh2b

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,553 across all properties

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