

B BCT=CD0Cò D 8DT>CB 2 Burton

DATE: Saturday, September 13, 2025
LOCATION: Burton-on-Trent, England, GB

Event Description

B BCT=CD0Cò Aô@C„ECä4 C Burton on Trent! is a premier performing-arts event in Burton-on-Trent. This event attracts attendees 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: 40/100
Expected Attendance: 321 people
Event ID: FW2DDCKwSbCPLzCA82

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 128 across all properties

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