

# 10-Fall, Play.d.e.m

DATE: Tuesday, September 23, 2025  
LOCATION: Saint Albans, England, GB

---

## Event Description

10-Fall, Play.d.e.m is a premier community event in Saint Albans. 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:** community

**Importance Rank:** 35/100

**Expected Attendance:** 180 people

**Event ID:** CXh88zVEHb7JEitwAf

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 72 across all properties

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

---