

# 75th Anniversary Depot Open Day - Ashford

DATE: Tuesday, September 9, 2025  
LOCATION: Smeeth, England, GB

## Event Description

75th Anniversary Depot Open Day - Ashford is a premier expos event in Smeeth. 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:** 50/100

**Expected Attendance:** 953 people

**Event ID:** HQx6gRiQysrVUhb6pe

## 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:** 381 across all properties

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