

Adventure Overland & Campervan Show

DATE: Friday, October 10, 2025
LOCATION: Stratford-upon-Avon, England, GB

Event Description

Adventure Overland & Campervan Show is a premier expos event in Stratford-upon-Avon. 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: 68/100

Expected Attendance: 8,000 people

Event ID: 7oyoMHYUtSRxeRa3vh

Hotel Demand Indicators

ADR Impact Index: 7.3x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,200 across all properties

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

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