

# AKA Mustard Swimrun Bewl Water

DATE: Saturday, September 6, 2025  
LOCATION: Tunbridge Wells, England, GB

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## Event Description

AKA Mustard Swimrun Bewl Water is a premier sports event in Tunbridge Wells. 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:** sports

**Importance Rank:** 31/100

**Expected Attendance:** 115 people

**Event ID:** 4nWCTz5QHVLKuMqbS

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 46 across all properties

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