

Amy Jo - Friends You Meet Along the Way (Round Two)

DATE: Sunday, October 12, 2025
LOCATION: Chester, England, GB

Event Description

Amy Jo - Friends You Meet Along the Way (Round Two) is a premier community event in Chester. 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: 44/100
Expected Attendance: 500 people
Event ID: 52zagPWjRcELBC43r7

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 200 across all properties

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