

# Artisan Crafts and Gift Markets

DATE: Sunday, September 7, 2025  
LOCATION: Royal Tunbridge Wells, GB

## Event Description

Artisan Crafts and Gift Markets is a premier expos event in Royal 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:** expos

**Importance Rank:** 70/100

**Expected Attendance:** 10,000 people

**Event ID:** Bu6c5dhNnrut5hRxBc

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 4,000 across all properties

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