

Astley Bank Hotel Wedding Fayre hosted by County Brides

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

Event Description

Astley Bank Hotel Wedding Fayre hosted by County Brides is a premier expos event in Darwen. 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: 45/100

Expected Attendance: 554 people

Event ID: 33KUn5JgTZscdN68dp

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 222 across all properties

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