

# Autumn Equinox: A Celebration of Change

DATE: Monday, September 22, 2025  
LOCATION: Cambridge, England, GB

## Event Description

Autumn Equinox: A Celebration of Change is a premier festivals event in Cambridge. 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:** festivals

**Importance Rank:** 29/100

**Expected Attendance:** 89 people

**Event ID:** D8DrhwCFZ3rHCsuR9b

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 36 across all properties

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