Autumn Garden Open Day

DATE: Saturday, September 20, 2025
LOCATION: Scarborough, England, GB

Event Description

Autumn Garden Open Day is a premier festivals event in Scarborough. 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: 43/100
Expected Attendance: 447 people
Event ID: DVkuciTxo6umGiYY3b

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: 179 across all properties

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