

Berwick-Upon-Tweed Bead Fair

DATE: Saturday, August 16, 2025
LOCATION: Berwick-upon-Tweed, England, GB

Event Description

Berwick-Upon-Tweed Bead Fair is a premier festivals event in Berwick-upon-Tweed. 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: 37/100

Expected Attendance: 214 people

Event ID: 3G7P3DkGerpJ867oAE

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 86 across all properties

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