

Big Bike Revival: DR FIX: Active Medway Cycling Project

DATE: Saturday, August 30, 2025
LOCATION: Gillingham, England, GB

Event Description

Big Bike Revival: DR FIX: Active Medway Cycling Project is a premier festivals event in Gillingham. 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: 35/100
Expected Attendance: 171 people
Event ID: 49pvAe6Gmrn8D6xnky

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 68 across all properties

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