

BIG FIT - FREE CONTACT LENS TRIAL

DATE: Friday, August 22, 2025
LOCATION: Reading, England, GB

Event Description

BIG FIT - FREE CONTACT LENS TRIAL is a premier expos event in Reading. 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: 58/100

Expected Attendance: 2,612 people

Event ID: xgu4XfnMdX5XaZ6gRo

Hotel Demand Indicators

ADR Impact Index: 6.4x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,045 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/big-fit-free-contact-lens-trial>

Document generated on 6/4/2026, 5:55:25 AM