

Binfield Eco Week 2025- Eco Fair at St. Mark's Church

DATE: Monday, August 25, 2025
LOCATION: Popeswood, England, GB

Event Description

Binfield Eco Week 2025- Eco Fair at St. Mark's Church is a premier festivals event in Popeswood. 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: 34/100

Expected Attendance: 163 people

Event ID: 5Zfs3zNRwKA94LM2XY

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 65 across all properties

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