

# Birmingham's Christmas Makers Market by Craft & Flea

DATE: Sunday, November 2, 2025  
LOCATION: Birmingham, England, GB

## Event Description

Birmingham's Christmas Makers Market by Craft & Flea is a premier festivals event in Birmingham. 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:** 33/100  
**Expected Attendance:** 147 people  
**Event ID:** EHs85yR2LZMHHrm9pw

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 59 across all properties

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