

Blackberry Woods Spooktacular Halloween Week

DATE: Monday, October 27, 2025
LOCATION: Hassocks, England, GB

Event Description

Blackberry Woods Spooktacular Halloween Week is a premier festivals event in Hassocks. 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: 41/100

Expected Attendance: 370 people

Event ID: G2em58v9j3xBoZQ67U

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 148 across all properties

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