

Cheltenham WedFest at The Frogmill by WOW Wedding Shows

DATE: Sunday, January 25, 2026
LOCATION: Shipton Oliffe, England, GB

Event Description

Cheltenham WedFest at The Frogmill by WOW Wedding Shows is a premier festivals event in Shipton Oliffe. 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: 144 people

Event ID: 3aJpWoxDdMj6MitL5i

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: 58 across all properties

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