

# Christmas Shopping Evening - Farnham

DATE: Tuesday, October 21, 2025  
LOCATION: Farnham, England, GB

## Event Description

Christmas Shopping Evening - Farnham is a premier expos event in Farnham. 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:** 33/100

**Expected Attendance:** 142 people

**Event ID:** 5nC3EWLG4fy3wPZHvG

## 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:** 57 across all properties

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