

CILT(UK) Visit to re3 Group Reading HWRC

DATE: Wednesday, August 20, 2025

LOCATION: Reading, England, GB

Event Description

CILT(UK) Visit to re3 Group Reading HWRC is a premier conferences event in Reading. 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: conferences

Importance Rank: 28/100

Expected Attendance: 75 people

Event ID: 9gP2esB73zcv6M2w5L

Hotel Demand Indicators

ADR Impact Index: 3.9x 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: 30 across all properties

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