

# City of London - City of London Freeman's School - Autumn Half Term Holidays

DATE: Friday, October 17, 2025  
LOCATION: Ashted, England, GB

## Event Description

City of London - City of London Freeman's School - Autumn Half Term Holidays is a premier school-holidays event in Ashted. 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:** school-holidays

**Importance Rank:** 50/100

**Expected Attendance:** 952 people

**Event ID:** GicZPVzNPgLC3pTqXj

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 381 across all properties

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