

City of London - City of London Freeman's School - Summer Holidays

DATE: Friday, July 11, 2025
LOCATION: Ashted, England, GB

Event Description

City of London - City of London Freeman's School - Summer 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: 49/100

Expected Attendance: 944 people

Event ID: 4r8UYrxg3PLyM2MVxB

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 378 across all properties

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