

Colworth STEM and Food & Drink Fair

DATE: Tuesday, October 14, 2025

LOCATION: Bedford, England, GB

Event Description

Colworth STEM and Food & Drink Fair is a premier festivals event in Bedford. 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: 31/100

Expected Attendance: 117 people

Event ID: AsdEzkCUSYdhd5PH5V

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 47 across all properties

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