

Come to see our KBeauty

DATE: Saturday, November 1, 2025
LOCATION: Newcastle-under-Lyme, England, GB

Event Description

Come to see our KBeauty is a premier expos event in Newcastle-under-Lyme. 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: 46/100

Expected Attendance: 654 people

Event ID: GCxV39VimKrbYg6kG6

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 262 across all properties

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