

# CPRE Kent Countryside Day

DATE: Sunday, September 7, 2025

LOCATION: Ashford, England, GB

## Event Description

CPRE Kent Countryside Day is a premier festivals event in Ashford. 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:** 43/100

**Expected Attendance:** 443 people

**Event ID:** DunTxyK6Rm48mNPYQ3

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 177 across all properties

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