

Dickinson's Real Deal is coming to Burton!

DATE: Saturday, October 4, 2025
LOCATION: Burton-on-Trent, England, GB

Event Description

Dickinson's Real Deal is coming to Burton! is a premier expos event in Burton-on-Trent. 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: 56/100

Expected Attendance: 1,956 people

Event ID: 3XGv7KAWmczM2pY6dJ

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 782 across all properties

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