

# Dickinson's Real Deal is coming to Leeds!

DATE: Saturday, September 13, 2025

LOCATION: Leeds, England, GB

---

## Event Description

Dickinson's Real Deal is coming to Leeds! is a premier expos event in Leeds. 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:** 50/100

**Expected Attendance:** 1,004 people

**Event ID:** 5qbF5vWLk8oFX3DVCu

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 402 across all properties

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