

# Diwali Light It Up Reading

DATE: Friday, October 17, 2025  
LOCATION: Reading, England, GB

## Event Description

Diwali Light It Up Reading is a premier festivals event in Reading. 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:** 37/100

**Expected Attendance:** 220 people

**Event ID:** 4eU9GJaeJp6UrmsZWq

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 88 across all properties

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