

# Diwali Shopping in Preston: Exhibition and Sale!

DATE: Saturday, October 11, 2025  
LOCATION: Preston, England, GB

## Event Description

Diwali Shopping in Preston: Exhibition and Sale! is a premier expos event in Preston. 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:** 57/100

**Expected Attendance:** 2,269 people

**Event ID:** 9FXccp5ZSHbbyxQGbj

## 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:** 908 across all properties

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