

# Diwali – The Festival of Lights

DATE: Saturday, November 8, 2025

LOCATION: Widnes, England, GB

---

## Event Description

Diwali – The Festival of Lights is a premier festivals event in Widnes. 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:** 38/100

**Expected Attendance:** 259 people

**Event ID:** AHFmVMweyDayN5UVxv

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 104 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/diwali-the-festival-of-lights>

Document generated on 6/4/2026, 11:33:09 AM