

Diwali/Bandi Chhor Diwas: REACH at RICS and Sikh Surveyors Network

DATE: Wednesday, October 22, 2025
LOCATION: Birmingham, England, GB

Event Description

Diwali/Bandi Chhor Diwas: REACH at RICS and Sikh Surveyors Network is a premier festivals event in Birmingham. 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: 33/100

Expected Attendance: 142 people

Event ID: 79P4U87tkManPLuay6

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 57 across all properties

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