

DSE Markets – Christmas at Middleton-On-Sea - Day Two with Father Christmas

DATE: Sunday, November 16, 2025
LOCATION: Bognor Regis, England, GB

Event Description

DSE Markets – Christmas at Middleton-On-Sea - Day Two with Father Christmas is a premier festivals event in Bognor Regis. 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: 40/100
Expected Attendance: 299 people
Event ID: BrxLJoFg6SsDaNfmTt

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 120 across all properties

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