

East Asian Market @ Milton Keynes

DATE: Sunday, August 24, 2025
LOCATION: Milton Keynes, England, GB

Event Description

East Asian Market @ Milton Keynes is a premier festivals event in Milton Keynes. 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: 46/100

Expected Attendance: 644 people

Event ID: 9gG9756KHdWrzuSEra

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 258 across all properties

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

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