

# Emma Beaumont Sample Sale

DATE: Friday, October 17, 2025  
LOCATION: Knutsford, England, GB

---

## Event Description

Emma Beaumont Sample Sale is a premier expos event in Knutsford. 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:** 69/100

**Expected Attendance:** 8,588 people

**Event ID:** 8PphvKowQrmQEQAxdk

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,435 across all properties

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

---