

Esher Rugby's Annual Fireworks Spooky Spectacular!

DATE: Friday, October 31, 2025
LOCATION: Walton-on-Thames, England, GB

Event Description

Esher Rugby's Annual Fireworks Spooky Spectacular! is a premier festivals event in Walton-on-Thames. 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: 39/100

Expected Attendance: 286 people

Event ID: DodhSxcbPZCD2XJ52X

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 114 across all properties

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