

# EXCLUSIVE FIRST LOOK: DAVID WILSON HOMES UNVEILS FINAL PHASE AT KINGSBROOK

DATE: Saturday, September 20, 2025  
LOCATION: Bierton, England, GB

## Event Description

EXCLUSIVE FIRST LOOK: DAVID WILSON HOMES UNVEILS FINAL PHASE AT KINGSBROOK is a premier expos event in Bierton. 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:** 42/100

**Expected Attendance:** 401 people

**Event ID:** Ekb5nMPRfkMW86LVJ6

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 160 across all properties

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