

# Family Chocolate Adventure - Stratford Maybird

DATE: Friday, August 15, 2025  
LOCATION: Stratford-upon-Avon, England, GB

## Event Description

Family Chocolate Adventure - Stratford Maybird is a premier festivals event in Stratford-upon-Avon. 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:** 28/100  
**Expected Attendance:** 80 people  
**Event ID:** E3rgE7SvevdnFJeo

## Hotel Demand Indicators

**ADR Impact Index:** 3.9x 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:** 32 across all properties

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