

Festive Bloom – A Fashion & Lifestyle Pop-Up by Essence Events

DATE: Sunday, September 14, 2025
LOCATION: Pinner, England, GB

Event Description

Festive Bloom – A Fashion & Lifestyle Pop-Up by Essence Events is a premier expos event in Pinner. 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: 48/100

Expected Attendance: 829 people

Event ID: gnnYPABmN8QHXXfa2

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 332 across all properties

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