

Flaunt the Festive – A Diwali Fashion & Lifestyle Pop-Up by Essence Events

DATE: Sunday, October 5, 2025
LOCATION: Gerrards Cross, England, GB

Event Description

Flaunt the Festive – A Diwali Fashion & Lifestyle Pop-Up by Essence Events is a premier expos event in Gerrards Cross. 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: 51/100

Expected Attendance: 1,138 people

Event ID: 7GDQKE5vUmYdCXsVRC

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 455 across all properties

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