

Food Festival - Fruity Felt Keyring

DATE: Saturday, September 20, 2025
LOCATION: Stratford-upon-Avon, England, GB

Event Description

Food Festival - Fruity Felt Keyring 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: 44/100

Expected Attendance: 507 people

Event ID: 6DNajBGXHoYFw9L3QU

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 203 across all properties

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

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