

Franck Muller Yachting by London Gate Launch Sales Event

DATE: Sunday, October 19, 2025
LOCATION: Oxford, England, GB

Event Description

Franck Muller Yachting by London Gate Launch Sales Event is a premier expos event in Oxford. 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: 50/100
Expected Attendance: 1,008 people
Event ID: 33oPxMrTv6MuWZ2mrv

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: 403 across all properties

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