

Fred. Olsen Travel Agents Holiday and Cruise Show

DATE: Sunday, September 28, 2025
LOCATION: Aldeburgh, England, GB

Event Description

Fred. Olsen Travel Agents Holiday and Cruise Show is a premier expos event in Aldeburgh. 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: 54/100

Expected Attendance: 1,628 people

Event ID: FDmtL5ca98eyaEXxf7

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 651 across all properties

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