

# FREE Diwali Shop Till You Drop Sale

DATE: Sunday, October 12, 2025  
LOCATION: Watford, England, GB

## Event Description

FREE Diwali Shop Till You Drop Sale is a premier expos event in Watford. 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:** 1,130 people

**Event ID:** J5kEjbLqC9eq3hjFib

## 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:** 452 across all properties

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