

# Gandey's Halloween Spooktacular Merry Hill

DATE: Thursday, October 23, 2025  
LOCATION: Brierley Hill, England, GB

## Event Description

Gandey's Halloween Spooktacular Merry Hill is a premier festivals event in Brierley Hill. 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:** 28/100

**Expected Attendance:** 84 people

**Event ID:** Ee8DoR8TKEfxuNyY3P

## Hotel Demand Indicators

**ADR Impact Index:** 3.9x 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:** 34 across all properties

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