

Gillingham Toy and Collectibles Fair

DATE: Saturday, September 20, 2025

LOCATION: Gillingham, England, GB

Event Description

Gillingham Toy and Collectibles Fair is a premier expos event in Gillingham. 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: 990 people

Event ID: 4wwDw9o7bniPEXEgMb

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: 396 across all properties

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