

Google Digital Garage: Weston-super-Mare

DATE: Friday, September 5, 2025
LOCATION: Weston-Super-Mare, GB

Event Description

Google Digital Garage: Weston-super-Mare is a premier conferences event in Weston-Super-Mare. 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: conferences

Importance Rank: 34/100

Expected Attendance: 154 people

Event ID: EVYHoUTaBAc6JQ6uuB

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 62 across all properties

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