

Guides for Brides Wedding Fair at voco Oxford Thames, OX4 4GX

DATE: Monday, August 25, 2025
LOCATION: Oxford, England, GB

Event Description

Guides for Brides Wedding Fair at voco Oxford Thames, OX4 4GX is a premier expos event in Oxford. 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: 49/100

Expected Attendance: 940 people

Event ID: wzWoVfgovmL6T7gLon

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 376 across all properties

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