

Halloween Range Pre-Launch with Lush Plymouth

DATE: Wednesday, August 20, 2025
LOCATION: Plymouth, England, GB

Event Description

Halloween Range Pre-Launch with Lush Plymouth is a premier expos event in Plymouth. 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: 36/100
Expected Attendance: 195 people
Event ID: 8sJm8sWuPh78HGCA3N

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 78 across all properties

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